DOCUMENT RESUME

ED 140 622 FL 008 601

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TITLE Intercultural Communicator Resources.
INSTITUTION Brigham Young Univ., Provo, Utah. Language Research Center.; Illinois State Office of Education, Springfield. Bilingual Education Section.
PUB DATE 77
NOTE 106p.
AVAILABLE FROM Brigham Young University, Language and Intercultural Research Center, 240 B-34, Provo, Utah 84602 ($4.95 plus $.50 postage)

EDRS PRICE MF-$0.83 HC-$6.01 Plus Postage.
DESCRIPTORS *Annotated Bibliographies; Audiovisual Aids; *Communication (Thought Transfer); *Cultural Exchange; *Culture; Culture Conflict; Culture Contact; Human Relations; *Intercommunication; *Intercultural Programs; Interpersonal Competence; Resource Materials; Sociolinguistics

ABSTRACT

This list of resources in the field of intercultural communication includes: (1) bibliographies; (2) books; (3) other print and audiovisual materials, including papers and periodical articles; (4) communication media sources; (5) fugitive materials, including unpublished works, materials in personal collections, and limited-access resources; (6) other resources, such as films, systems, and collections; and (7) an appendix listing topics useful to persons working in intercultural communication. Most entries in the main listing are annotated. (SW)

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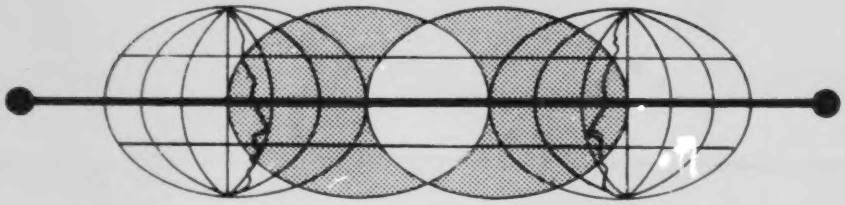
INTERCULTURAL COMMUNICATOR



RESOURCES

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INTERCULTURAL COMMUNICATOR RESOURCES

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Published by the

BRIGHAM YOUNG UNIVERSITY
LANGUAGE AND INTERCULTURAL RESEARCH CENTER

in conjunction with the

BILINGUAL EDUCATION DEPARTMENT
of the
ILLINOIS OFFICE OF EDUCATION

1977

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What Can You Use?

BIBLIOGRAPHIES:

General sources in which to find specific sources.

BOOKS:

The best ideas of other people; large-scale published works, currently available.

OTHER PRINT AND MEDIA MATERIALS:

Papers, periodical articles, and other smaller-scale works available through libraries, publishers, etc.

COMMUNICATION MEDIA SOURCES:

One example of a compilation of resources for a single specialization within the field of intercultural communication. Such a resource list could be developed for any specialization, such as international students, symbolic or non-verbal communication, developmental interaction, or others.

FUGITIVE MATERIALS:

Resources not readily available either on the market or in most libraries. Includes unpublished works, materials in personal collections, limited-access resources, etc.

OTHER RESOURCES:

Materials that do not readily fit a "bibliography" classification, such as films, systems, and collections.

APPENDIX: TOPIC LISTINGS:

A typical example of a listing of topics relating to the needs of intercultural communicators. The list here was compiled and is used by the BYU Language and Intercultural Research Center. It may be of use to communicators still planning and organizing their material, as an example of what one organization has done in this direction.

Introduction: "Somewhat Like a Banquet"

An annotated resource list is somewhat like a banquet. The menu suggests a wide variety of what one could enjoy and use. A buffet of ideas is attractive and a challenge to choice. From "appetizers" (a collage of thoughts), to "soups and salads" (nourishing but not filling), entrees (which stretch the mind as food does the stomach), "breads and drinks," and the "desserts" (which delight the mental and physical palate)--all are desirable. So it is in a sampling of expressions representing others' thoughts.

Those who prepare the offering do so by experience (like a gourmet chef), by preference, and by using what is available. Each reader of a bibliographic list has certain needs or desires (real, assumed, or even unknown). To provide each with sufficient choices to please his own taste is an art represented here only in part.

What follows is a broad "potpourri" of resources in the developing field of intercultural communication. It represents a five year search for the most "palatable and digestible" ideas which can satisfy the needs of intercultural communicators, through:

1. Orientation (an overview, selected from extended ideas),
2. Skill review and development (using succinct keys to success, based on focused personal experience), and
3. Guidelines (what to look for, evaluate, and use in future unique encounters with people who have different ways of thinking, believing, behaving).

The broad categories listed in the Table of Contents are representative of current developments in the field. Omitted, though available at or through BYU/Language & Intercultural Research Center, are genre-, culture- or country-specific data, except as found as illustrative material in texts. An attempt is made, instead, to sample the field of general texts now available to intercultural communicators.

A. Books providing "best ideas" for educators, administrators, and students, dealing with intercultural communication as well as how culture and communication relate.
B. Significant articles and research papers which represent the burgeoning development in this new discipline.
C. Other helpful reference sources or systems for those needing additional direction or culture-genre-specific data.

Most references included are organized alphabetically by author. The annotation follows the bibliographic information.

At the end of the bibliographic information, the library index number of the entries on file in the Language and Intercultural Research Center Materials Resource Library are indicated as follows: LIRC #2180. PB or HB following the library notation indicates whether (in the case of books) the entry is paperback or hardback. If a bibliography is included in the book, it is indicated as follows: B:18 pp., or B:4 pp.

Sample entry:

Carmel, Simon J. International Hand Alphabet Charts. Rockville,
Md.: Studio Printing Inc., 1975. 80 pp. (LIRC #2177, B:1 p., PB)

The bibliographic data reveals that a one-page bibliography is included (B:1 p.), that the book is listed as #2177 in the Language and Intercultural Research Center library, and that it is a paperback book (PB).

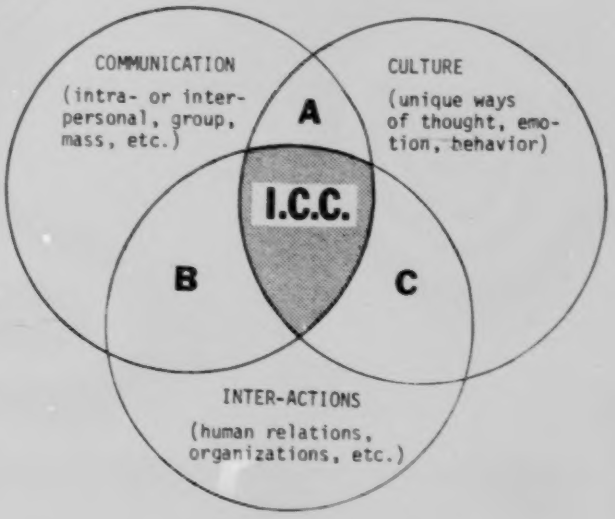
In addition to entries from the BYU/LIRC library, two experts in the fields of communication, education, and intercultural understanding have contributed extensively to this bibliography. These include:

Jacqueline H. Wasilewski (Washington D.C. Education Center of University of Southern California), from whose unpublished annotated bibliography we have adapted selected entries. She describes her contribution as "highly eclectic in nature, mostly books, but from all disciplines--literature too!--but also films, etc...It seems to me that the ultimate ground of intercultural communication is flexibility, and these selections, in one way or another, along one parameter or another, for all ages and stages and for varying degrees and aspects of expertise, work towards increasing our capacity for a flexible orientation towards whatever confronts us."

Charles P. Pieper (Harvard Graduate School of Business Administration), who has contributed an "annotated bibliography on intercultural communications training," about which he says, "This annotated list of books and articles has been prepared with an eye on the background needs of a trainer for practical and tightly written material. The items selected reflect my personal bias for attention to structure and subject matter knowledge...the collection is directed toward establishing a firm foundation in culture learning for the trainer."

Each entry derived from one of these two major contributors is identified by initials immediately after the publishing information: (J.W.), for Jacqueline H. Wasilewski, and (C.P.), for Charles P. Pieper. Annotated entries not identified by author but having a LIRC number were prepared by the staff of the Language & Intercultural Research Center.

Criteria for the selection of entries included in these resource aids were based upon the following model:


COMMUNICATION
(intra- or inter-personal, group, mass, etc.)
CULTURE
(unique ways of thought, emotion, behavior)
A
I.C.C.
B
C
INTER-ACTIONS
(human relations, organizations, etc.)

The central overlapping area (I.C.C. = Intercultural Communication) is the primary focus of this resource report. However, areas (A), (B), and (C) also overlap and may be of particular use to intercultural communicators. Such information is also cited. Other related areas having specific application to intercultural communication are cited if pertinent to training, resource extentions, language, etc.

We would like to express our gratitude to Jacqueline H. Wasilewski (USC) and Charles P. Pieper (Harvard), and to other colleagues who have been generous with their help. We received considerable assistance from Dr. Fathi Yousef (Long Beach State University, Long Beach, CA), Professor John Kearney (George Williams College, Downers Grove, Ill.), and, in lesser extent, from several others. Lynn Jenson is responsible for the cover, and for many of the resources from the BYU Language and Intercultural Research Center. Others at BYU/LIRC who worked on annotations and otherwise aided in the completion of this resource list include Dr. James S. Taylor, Director, Deborah Coon, Marilyn Pettit, Pamela Jackson, Susan Wakefield, Peggy Burch, Paula Knudson, Michael Nibley, and Rebecca Volle.

Special appreciation is due to the Illinois State Department of Education, Department of Bilingual Education for invaluable support to this project, including Title IV (Civil Rights Act) participation.

Bibliographies

Asuncion-Lande, Nobleza. Resource List on Intercultural Communication Workshops and General Intercultural Training Programs. University of Kansas, 1973, 5 pp.

Bibliography of Publications on Associative Group Analysis. Available at Language Research Center, Brigham Young University, Provo, Utah 84602, 2 pp.

Bibliography, from Language and Literature in Hawaii, Vols. IV and V, Nov. 1971, April and August, 1972. Published by Department of European Languages and Literature, University of Hawaii, 1890 East-West Road, 470 Moore Hall, Honolulu, Hawaii, 2 pp.

Includes books, contents of the Hawaii Language Teacher, contents of working papers in communication, articles and reviews, and papers presented at conferences and seminars.

Casmir, Fred L. "International Inter-Cultural Communication: An Annotated Bibliography." Available from Speech Communication Module, ERIC Clearinghouse on Reading and Communications Skills, Statler Hilton, New York, N.Y. 10001.

General background, special collections, books, articles, and journals.

Casmir, Fred L., ed. International and Intercultural Communication Annual. SCA and ITS Commission on International and Intercultural Communication, Vol. I, December, 1974.

Collection of articles dealing with intercultural communication. Includes critical review of recent literature, directory of organizations concerned with international/intercultural communication study, teaching, research, practice, sponsorship.

Casmir, Fred L., ed. International and Intercultural Communication Annual. Vol. II, December, 1975. LIRC #1036.

Collection of articles dealing with intercultural communication. Includes critical review of recent literature, directory of organizations concerned with international/intercultural communication study, teaching, research, practice, sponsorship.

Commission for Mexican-American Affairs. "Selected Listing of Available Material." Available from Cultural Distribution Center, 1514 Buena Vista Street, P. O. Box 7492, San Antonio, Texas 78207.

Books, magazines, journals, pins, posters, films.

Condon, E. D. Selected Bibliography on Culture and Cultural Materials. Rutgers University, 1973. 73 pp. LIRC #1012e, PB.

Designed to provide a list of high-quality articles dealing with human relations in cultural context. Moving from the general to the specific, it provides an excellent resource section for anyone studying or teaching culture and cross-cultural communication.

Davis, Martha. Understanding Body Movement: An Annotated Bibliography. New York: Arno Press, 1972. (Kinesics et al.)

Cobyns, Henry F. and Allan R. Holmberg, et al. Some Principles of Cultural Change. Bibliography from this book. References to 1966. LIRC #174. (xerox cy, 21 pp.)

East-West Communication Institute. "Printed Material of Possible Value." Inquire: 1777 East-West Road, Honolulu, Hawaii, 96822, 9 pp.

All are available on exchange or at cost in xerox or microfiche from the address listed.

East-West Communication Institute. "East-West Communication Institute Documents Accessions List." Inquire 1777 East-West Road, Honolulu, Hawaii 96822.

Published regularly and provides update on the latest materials available at the East-West Center from many dimensions of intercultural communications.

Ells, Susan. "A Bibliography on Cross-Cultural Communication." I.C.T. School for International Training, Experiment and International Living, Putney, Vt., 1968.

Foreign Service Institute, Center for Area and Country Studies (Dr. Glen H. Fisher, Dean). Suggested readings from over 145 sessions, plus question syllabi. Write: F.S.I., Department of State, Washington, D. C. 20520.

Goodenough, Ward H. Culture, Language, and Society. Addison-Wesley Pub. Co., 1971, pp. 45-48--references.

Human Resources Training Department Naval Amphibious School (Coronado, California 92115): "Civilian and Military Organizations and Associations Concerned with 'Human Goals' Related Subject Areas." Compiled by Turgut A. Akter.

Lewis, A. Marc. "Cross-cultural Understanding and Inter-Personal Action: Selected and Annotated Bibliography." (Dr. Lewis, recently retired from CIA, can be reached at 9615 Sutherland Rd., Silver Springs, Maryland 20901.)

Monterey Institute of Foreign Studies. "Bibliography of Technical Reference Works." Write: Dr. Elizabeth Trahan, MIFS, P. O. Box 1978, Monterey, California 92940.

Prosser, Michael H. "Major Books on Intercultural Communication: A Review Essay." 1973. Request from: Intercultural Communications Network of the Regional Council on International Education, 1101 Bruce Hall, University of Pittsburgh, Pittsburgh, Pennsylvania 14206, Attn: David Hoopes.

Renwick, George. *Intercultural Communication: A Bibliography on Intergroup, Ethnic and Race Relations*. The Graduate School of Public and International Affairs, University of Pittsburgh, Pittsburgn, Pennsylvania.

Contains information on books, articles, research reports, and manuals published between 1888 and 1975. Vol. I contains bibliographic data only. Does not include culture-specific materials nor culture-comparative materials. Includes culture-interactive materials (those describing interactions of individuals or groups from differing cultures).

Resources and Reading for Overseas Assignments: Business/General. New York: Overseas Briefing Associates, 13 pp. plus supplement. LIRC #2069.

Includes material on business, education and teenagers, medical matters, helps to wives, travel guides and specific relocation materials, management consultants and multinations.

Resources and Reading for Overseas Assignments in Latin America. New York: Overseas Briefing Associates, 29 pp. plus two supplements. LIRC #2066.

Sources of information and suggested readings on Latin America, Argentina, Brazil, Colombia, Mexico, Peru, and Venezuela.

Resources and Reading for Overseas Assignments in the Mid-East. New York: Overseas Briefing Associates, 16 pp. plus two supplements. LIRC #2068.

Sources of information and suggested readings on the Middle East, Arabs, Egypt, Iran, Iraq, Lebanon, Kuwait and the Persian Gulf, Syria, and Saudi Arabia.

Resources and Reading for Overseas Assigments in Western Europe. New York: Overseas Briefing Associates, 24 pp. plus supplement. LIRC #2067.

Sources of information and suggested reading on Western Europe, Belgium, France, Great Britain, Norway, Spain, and West Germany.

Samovar, Larry A. and Richard E. Porter. Refer to six sections of selected readings in *Intercultural Communication: A Reader*. Also, references in "Inter-Cultural Communication Research: Where Do We Go From Here," in Hoopes, David S., *Readings in Intercultural Communication*, Vol. III.

Seymour, Richard K., ed. *Language and Literature in Hawaii*. Department of Eurppean Languages and Literature, University of Hawaii.

Issued once or twice a year. Includes current information on publications by University of Hawaii faculty, departmental activities, university related activities, local news, etc.

Singer, Marshall and George Renwick. "Intercultural Communications Bibliography." Write c/o Bruce Hall, University of Pittsburgh, Pittsburgh, Pennsylvania 1[illegible]213, or P. O. Box 750 Aspen, Colorado 81611.

Over 1,000 listings: research documents, training materials, commentaries, etc.

Tyler, V. Lynn. "Languages of Cultures: A Treatise with an Amplified Bibliography." Provo, Utah, Brigham Young University Language Research Center, 1975, 7 pp., 106 cited sources.

Books

Adams, Richard N. et al. Social Change in Latin America Today; Its Implication for United States Policy. New York: Harper, 1960.

Addeo, Edmond G. and Robert E. Burger. Egospeak: Why No One Listens To You. New York: Bantam, 1973. 288 pp. (LIRC #2180)

Inflexible communication patterns which indicate why the "ugly American" is ugly. Egospeak: "The art of boosting our own egos by speaking only about what we want to talk about, and not giving a hoot in hell about what the other person wants to talk about."

Advisory Committee on Voluntary Foreign Aid, Agency for International Development. The Role of Voluntary Agencies in International Assistance: A Look to the Future. Washington, D. C.: Department of State, A.I.D., 1974. 152 pp., B:2 pp. (LIRC #1291B)

Study and recommendation dealing with the broad range of issues vital to the future involvement of voluntary agencies in international assistance and development and the strengthening of the partnership of these agencies and the U. S. Government.

Akeret, Robert U. Photoanalysis. New York: Pocketbooks, 1973. 319 pp. (LIRC #2179)

Though somewhat amateurish and sensational, it does suggest to serious scholars some possibilities concerning photoanalysis, especially description and recording of nonverbal behavior and interpersonal/intra-personal relationships.

Alexander, Christopher. Notes on the Synthesis of Form. Cambridge, Mass.: Harvard University Press, 1964.

Al-Issa, Ihsan and Wayne Dennis (eds.). Cross-Cultural Studies of Behavior. New York: Holt, Rinehart and Winston, 1970. (J.W.)

The thirty-nine papers included deal with cross-cultural studies of perception, intellectual functioning, personality, child-rearing and behavior, psycholinguistics, and mental health. Demonstrates that in trying to discover what is human, it is not enough to discover patterns or constellations of behavior that occur across cultures, because the meaning of behavior, its affective content, varies enormously.

Allport, G. W. and P. Vernon. Studies in Expressive Movement. New York: Macmillan, 1933.

Allport, Gordon W. The Nature of Prejudice. Doubleday. Garden City, New York, 1954. (C.P.)

A study of the human phenomenon of prejudice, its roots in individual psychology and social structure. The book is organized to provide an understandable analysis of each facet of prejudice as well as an understanding of the whole. Prejudice is addressed in its generic form and through real life illustrations. Race is but one facet of this extremely complete review.

Almond, Gabriel A. and James S. Coleman. The Politics of the Developing Areas. Princeton, New Jersey: Princeton University Press, 1960.

Apter, David E. (ed.). Ideology and Discontent. London: Free Press of Glencoe, 1964.

Apter, David E. The Politics of Modernization. Chicago: University of Chicago Press, 1965.

Ardener, Edwin. Social Anthropology and Language. London: Tavistock Publications, 1971. (Distributed by Barnes and Noble, Inc.)

Ardrey, Robert. The Social Contract. Berkeley, California: Lucas Book Co., 1970. (J.W.)

Postulates that it is our social capacity to act as one which is the major instrument of human survival. No population would survive without sufficient numbers sufficiently aggressive, and no population would survive if all competitions ended in death. Thus we have culture-determined rules, which, while encouraging aggression, discourage violence. "The problem of man is not that we are aggressive, but that we break the rules." Ardrey also argues that there is a hierarchy of human needs: identity, stimulation, and security, in that order.

Arensberg, Conrad M. and Arthur H. Niehoff. Introducing Social Change: A Manual for Overseas Americans. Chicago: Aldine Pub. Co., 1964. 229 pp. (LIRC #717)

General introduction to the concept of culture, aspects of change and the setting for planned change in developed nations. Profile of underdeveloped cultures and common field problems encountered by change agents. Treatment of American cultural values as a source of cultural awareness. A basic, functional handbook. Includes 12-page list of case histories illustrating change efforts in developing nations.

Arensberg, Conrad M. and Arthur H. Niehoff, Technical Cooperation and Cultural Reality. Chicago: Aldine Pub. Co., 1964.

Argyle, Michael. Social Interaction. New York: Atherton Press, 1969.

Aristotle. The Rhetoric. Lane Cooper (Trans. and ed.) New York: Appleton Century Crofts, 1932, 1960.

Arnheim, Rudolf. Art and Visual Perception: A Psychology of the Creative Eye. Berkeley, California: University of California Press, 1957.

Aronoff, Joel. Psychological Needs and Cultural Systems. New Jersey: Van Nostrand, 1967. (J.W.)

Building on psycho-cultural theories of Abraham Maslow and John Whiting, Aronoff proposes that: 1) environmental features create the possibilities and set the limitations of cultural development; 2) sociocultural institutions adapt to the necessities of the land to produce preliminary institutional forms; and 3) if the degree of gratification possible leaves deficiencies in needs not yet provided for, the individual restructures the institutions of his culture to satisfy these needs.

Arrowsmith, William and Roger Shattuck (eds.). The Craft and Context of Translation. Austin: University of Texas Press, 1961.

Ashton-Warner, Sylvia. Teacher. New York: Bantam, 1963. (J.W.)

Sylvia Ashton-Warner taught in Maori schools in New Zealand for twenty-four years, and in so doing developed the Key Vocabulary and Organic Reading and Writing. She recounts her experiences in trying to teach Maori children from English textbooks, evolving a teaching style that emphasizes spontaneity and interpersonal relationships, a way of teaching that allows a child of any background to walk across his own unique bridge from the inner world outward and from one culture to another.

Assagioli, Roberto. Psychosynthesis. New York: Viking, 1971. (J.W.)

A theory of psychotherapy and the mind, urging that a person should find access to every level of his personality and placing the will at the center of self-consciousness.

Bach, E. and R. T. Harms (eds.). Universals in Linguistic Theory. New York: Holt, Rinehart and Winston, Inc., 1968.

Badami, Mary K. Outcomes of Interpersonal Communication Under Cooperative and Competitive Sets in an Intercultural Simulation Game. Doctoral Dissertation Proposal, Northwestern University, 1976.

Balan, George, Harley L. Browning, and Elizabeth Jelin. Men in a Developing Society. Austin: University of Texas Press (P. O. Box 7819, Austin, Texas 78712), 1976. 384 pp.

Geographic and social mobility in Monterrey, Mexico reported in a large scale study of migration and social mobility, comparative stratification systems, and social change in Mexico. Latin American Monographs, No. 30.

Baier, Kurt and Nicholas Rescher. Values and The Future. New York: Teh Free Press, 1969.

Baker, Stephen. Visual Persuasion. New York: McGraw-Hill, 1961.

Bales, R.F. Interaction Process Analysis. Cambridge, Mass.: Addison-Wesley, 1950. (F.Y.)

Ball, John and Frances C. Byrnes (eds.). Research Principles and Practices in Visual Communication. East Lansing, Mich.: National Project in Agricultural Communications, 1960. (Washington, D. C.: Department of Audiovisual Instruction, NEA, 1964.)

Bander, Robert G. American English Rhetoric: Writing From Spoken Models for Bilingual Students. New York: Holt, Rhinehart and Winston, 1971. 382 pp. (LIRC #2256, PB)

Composition guide for non-native speakers emphasizes value of intensive rather than extensive work during beginning stages of study.

Banks, James A. Teaching Strategies for Ethnic Studies. Boston: Allyn and Bacon, 1975.

How to reach and teach Asians, blacks, Mexican-Americans, Puerto Ricans, and white ethnic groups.

Barnlund, Dean (ed.). Interpersonal Communication: Survey and Studies. Boston: Houghton-Mifflin, 1968.

Barnwell, Katharine G. L. Introduction to Semantics and Translation. Bucks, England, Summer Institute of Linguistics, 1974. 156 pp. (LIRC #1907 PB)

Practical exercises with theory intermixed for explanation and clarification. Most examples are from Bible translation contexts. Designed principally for beginning or intermediate translators, though anyone interested in translation will find a number of helpful ideas.

Bates,Marilyn M. and Clarence D. Johnson. Group Leadership, A Manual for Group Counseling Leaders. Love Publishing Company. Denver, Colorado, 1972. (C.P.)

For those readers who are learning to be group leaders or trainers, this book is extremely valuable. Its focus is to offer tools that will enable people to develop group leadership abilities and skills that in turn will enable them to activate the group process in a way that will insure the participants have growing and producing experiences. The book addresses itself to "well" versus remedial groups. The authors work hard at assuring the reader that theirs is not the only voice in this area, and they offer bibliographies with every chapter, and in the appendix they offer sources of information that address different group styles.

Bateson, Gregory. Steps to an Ecology of the Mind. New York: Ballantine, 1972. (J.W.)

A collection of Bateson's major papers, 1935-1971. Topics include psychiatry, anthropology (pioneer work in New Guinea and Bali with Margaret Mead), genetics and cybernetics.

Beam, Philip C. The Language of Art. New York: The Ronald Press, 1958.

Beauvoir, Simone de. The Ethics of Ambiguity. New Jersey: Citadel Press, 1975. (J.W.)

One of the universals of the modern world is its ambiguity, and this general lack of certitude is particularly acute in intercultural situations. This book forces the reader to "assume his fundamental ambiguity," then proceeds to develop a dialectic of ambiguity which will enable him, not to master the chaos, but to create with it.

Becker, Ernest. The Birth and Death of Meaning: An Interdisciplinary Perspective on the Problem of Man. New York: Free Press, 1971. (J.W.)

An attempt to present in cumulative fashion the most important things that the various disciplines, anthropology, sociology, psychology, and psychiatry, have discovered about man, about what makes people act the way they do. Argues that all societies and cultures destroy freedom, and only by knowing our true nature can we escape from this.

Beekman, John and John Callow. Translating the Word of God: With Scripture and Topical Indexes. The Zondervan Corp., 1974. (LIRC #1011, B:15 pp., PB)

Discusses the fundamental principles of translation: 1) literal and idiomatic translations, 2) fidelity in translation, 3) implicit vs. explicit information. The semantic features of words and their translations, components of word meanings, and linguistic problems of translating scriptures are examined in detail. The writing of a Bible concordance is outlined. An extensive appendix considers special problem areas for scriptural translators.

Bending, C. Communication and Schools. New York: Pergamon, 1970.

Benedict, R. Patterns of Culture. Boston and New York: Houghton-Mifflin, 1934.

Berelson, B. Content Analysis in Communication. New York: Free Press, 1962.

Berelson, Bernard and Gary A. Steiner. Human Behavior: An Inventory of Scientific Findings. New York: Harcourt, Brace and Jovanovich, 1964. (J.W.)

Here is human nature in 1,045 generalizations with supporting evidence from the behavioral sciences. This is certainly not all there is to human nature, but these generalizations are supported by "hard" evidence and besides being useful are also startling.

Berlo, D. K. The Process of Communication. New York: Holt, Rinehart and Winston, Inc., 1960.

Berlyne, D. E. Conflict Arousal and Curiosity. New York: McGraw-Hill, 1960.

Binh, Duong Thanh. A Handbook for Teachers of Vietnamese Students: Cultural Differences in Schools. Vietnamese Refugee series No. 3. Arlington, Virginia: Center for Applied Linguistics, 1975. 30 pp. (LIRC #2077, B:2 pp., PB)

Suggestions for teachers to help reduce culture shock for Vietnamese students in the U. S. Useful for anyone interacting with Vietnamese. Includes suggested approaches to specific problems, discussion of general Vietnamese attitudes and values, and selected references.

Birdwhistell, Ray L. Introduction to Kinesics. (Photo-offset) Foreign Service Institute. Louisville: University of Louisville Press, 1952. (Now available in microfilm only, from University Microfilms, Inc., 313 North First St., Ann Arbor, Mich.)

Birdwhistell, Ray L. Kinesics and Context. Philadelphia: University of Pennsylvania Press, 1970.

Black, J. W. and W. E. Moore. Speech: Code, Meaning, and Communication. New York: McGraw-Hill, 1955.

Black, Max. Language and Philosophy: Studies in Method. Ithaca: Cornell University Press, 1949.

Black, Max. Models and Metaphors: Studies in Language and Philosophy. Ithaca: Cornell University Press, 1962.

Bloodworth, Dennis. An Eye for the Dragon: Southeast Asia Observed, 1954-1970. New York: Farrar, Straus, and Giroux, 1970. (J.W.)

Out of nearly twenty years of experience as a British correspondent in Southeast Asia, the author has succeeded in making a portrait of that exotic polyglot section of the globe. The turbulent contemporary history of the region is explained in terms of the habits of thought of the diverse peoples of the area, habits shaped by history, philosophy, religion, and social tradition.

Bodmer, Frederick. The Loom of Language. W. W. Norton & Co., 1944. (LIRC #1180, HB)

Many difficulties of the beginning language learner are caused by a lack of knowledge about the language he already speaks fluently. This book outlines essential elements of grammar and basic vocabulary necessary for learning a foreign language. Some languages include Teutonic and Romance groups (Indo-European), Slavonic (Russian), Celtic (Welsh and Erse), Indo-Iranian (Persian and other Indian languages).

Boorstin, Daniel J. The Americans: The Democratic Experience. New York: Vintage Books, 1973. 717 pp. (LIRC #2343, PB) also (C.P.)

A full range portrait of how we as a society came to be. Detailed accounts, interesting and enlightening in and of themselves, have provided the setting and overview that constantly helps us to answer the question "what has life come to mean to us as Americans?" A thoroughly detailed bibliography is valuable for further investigation on each subject.

Borden, George A., Richard B. Gregg and Theodore G. Grove. Speech Behavior and Human Interaction. Englewood Cliffs: Prentice-Hall, 1969.

Boulding, Kenneth E. The Image. Ann Arbor, Mich.: Ann Arbor Paperbacks, 1961.

Bourguignon, Erika and Lenora S. Greenbaum. Diversity and Homogeneity in World Societies. Human Relations Area Files, Inc., 1973. 190 pp. (LIRC #1136, PB)

Survey of comparative social organization presented in context of large-scale cross-cultural studies and comparative research.

Bowie, Theodore R. East-West In Art: Patterns of Cultural and Aesthetic Relationships. Bloomington, Ind.: Indiana University Press, 1966.

Braibanti, Ralph and Joseph J. Spengler (eds.) Traditions, Values, and Socio-Economic Development. Durham, N.C.: Duke University Press, 1961.

Brain, Robert. Into the Primitive Environment. New Jersey: Prentice-Hall, 1972. (J.W.)

The most interesting insight into cultural exchange in this book is its consideration of the Maori and Manus response to contact with Western civilization. It would seem that cultures go through an adjustment cycle after contact with another culture and that the speed with which this dynamic interaction proceeds is in part dependent on the similarity of values between the two cultures.

Bram, Joseph. Language and Society. New York: Random House, 1955.

Brembeck, C. S. Social Foundations of Education, Environmental Influences in Teaching and Learning. New York: Wiley, 1971. (First edition published under title: Social Foundations of Education; A Cross-Cultural Approach.)

Bridgman, P. W. The Logic of Modern Physics. New York: Macmillan, 1927.

Brislin, Richard W. (ed.). Topics in Culture Learning, Volumes I, II, and III. Hilo, Hawaii: East-West Culture Learning Institute, University of Hawaii. (C.P.)

Volume I - eight papers that describe the ongoing research in the four topical areas that the East-West Center has as its focus. Each article is valuable in its own review of the topic area.

Volume II - twelve papers on four topical areas. In this edition, Brislin has put the papers under four sequential areas that are key to answering the question "what is culture learning?" Topical areas include: 1) learning about one's own culture; 2) learning about another's culture; 3) programs designed to each culture learning; 4) analysis of concepts central to cultural learning.

Volume III - fourteen articles in the same format as the previous volume. The authors address themselves to the realization that the field of intercultural communication is replete with unknowns and areas of difficulty, yet each modestly describes his respective section of it. The editor then suggests that only from this diligence and perseverance will the field develop and then be able to shed more light on the human condition.

Brislin, Richard W., Stephen Bochner, and Walter L. Lonner. Cross-Cultural Perspectives on Learning. Beverly Hills, California: Sage Publications, Inc. (275 South Beverly Drive, 90212).

A state-of-the-art survey offering interdisciplinary as well as international insights. Exploration of the critical issues in the field of cross-cultural psychology with insights from other disciplines.

Brislin, Richard W. and Paul Pedersen. Cross-Cultural Orientation Programs. Minneapolis: University of Minnesota, 1974. 268 pp. (LIRC #2100, B:19 pp., PB)

A workable program for training people to overcome cross-cultural barriers, including a chapter on practical applications. "Cultural differences are too frequently seen as a barrier and problem and too seldom recognized as a resource for learning."

Brislin, Richard W. and Paul Pedersen. Cross-Cultural Orientation Programs. New York: Gardner Press, 1976. 223 pp. (LIRC #2356, B:19 pp., HB) (1974 earlier edition, see entry above, LIRC #2100.)

Complete "how-to-do-it" manual for the development and implementation of cross-cultural training programs. Includes: 1) consideration of basic issues and controversies regarding cross-cultural training, 2) review of widely used training programs, 3) description of target populations to which cross-cultural training would be useful, 4) program evaluation techniques, 5) planning, organization and implementation guidelines.

Broadbent D. E. Perception and Communication. New York: Pergamon Press, 1958.

Brooks, William D. Speech Communication. Dubuque, Iowa; Wm. C. Brown Company, 1974.

Bronowski, Jacob. The Ascent of Man. Waltham, Massachusetts: Little, Brown and Co., 1973. (J.W.)

This lavishly illustrated, beautifully written book, like the television series on which it is based, traces the discoveries that have shaped man's cultural, intellectual, and technological development during his "ascent". Bronowski bridges the gap between the sciences and humanities, synthesizing them into one intellectual system and revealing all human thought as a kind of play.

Brown, Ina Corinne. Understanding Other Cultures. Englewood Cliffs, New Jersey: Prentice Hall, 1963. (C.P.)

With the assumption that we want to live in a world with different peoples, we must find out what the common grounds are, what the differences are, and how these differences may be resolved or lived with. The author asks the reader to drop the sentimental view that if everyone got to know one another then everything would be all right, and suggests that people take a more sober view that we have to know how to deal with differences that exist at fundamental levels. A good basic review for those who are first getting into the field and those who want to explain to others the simple and basic facts about people and cultures.

Brown, Lester R. In the Human Interest. New York: W. W. Norton, 1974. (J.W.)

If intercultural communication is for anything, it is to help man realize his specieshood, his common interest, his interdependence. This book presents our interrelatedness from the standpoint of population, food supply, natural resources, and economics.

Brown, Roger W. et al. Language, Thought and Culture. Ann Arbor, Mich.: University of Michigan Press, 1958.

Brown, Roger W. Words and Things. Glencoe, Ill.: Free Press, 1959, 1966.

Brown, Roger W. Social Psychology. New York: Free Press, 1965.

Bruner, Jerome S., J. J. Goodnow, and G. A. Austin. A Study of Thinking. New York: Wiley, 1956.

Bryson, Lyman (ed.). The Communication of Ideas. New York: Institute for Religious and Social Studies, 1947.

Bryson, Lyman. Symbols and Values. New York: Harper, 1954.

Buening, Charles [illegible] II. Communicating on the Job: A Practical Guide for Supervisors. Addison-Wesley Pub. Co., 1974. (PB)

A training program teaching basic communication skills. Brief, easy to read and understand. Reader is encouraged to apply the principles of communication in practical situations. Aids in development of communication skills and techniques, analysis of interpersonal communication, and ways of communication that achieve results and maintain good interpersonal relationships.

Buchanan, William and Hadley Cantril. How Nations See Each Other: A Study in Public Opinion. Urbana: University of Illinois Press, 1963.

Burke, Kenneth. A Grammar of Motives. New York: Prentice-Hall, 1945.

Burke, Kenneth. A Rhetoric of Motives. Berkeley, California: University of California Press, 1969. (Originally published by Prentice-Hall in 1950.)

Bureau of Naval Personnel. Overseas Diplomacy: Guidelines for United States Navy: Trainer. Washington, D. C.: U. S. Government Printing Office, 1973. 148 pp. (LIRC #786, PB)

A comprehensive manual for trainers conducting the intercultural relations (ICR) training course. May be applicable to other types of training sessions, but most useful in context of ICR courses. ICR program design, teaching-training-communicating techniques, and implementation of objectives of the ICR course are outlined. An outline of the course with suggestions for the design of training lessons is included.

Bureau of Naval Personnel. Overseas Diplomacy: Guidelines for United States Navy: Specialist. Washington, D. C.: U. S. Government Printing Office, 1973. 260 pp. (LIPC #785, PB)

Manual offers information and guidelines for background knowledge and specific actions the ICR specialist should take to design, implement, and evaluate an intercultural relations program. Includes mini-courses in communications using interpersonal games.

Bureau of Naval Personnel. Overseas Diplomacy: Guidelines for United States Navy. Washington, D. C.: U. S. Government Printing Office, 1973. 120 pp. (LIRC #784, PB)

A manual for training in intercultural relations. Includes how others see Americans and how they see others, cultural awareness, culture shock, review of customs and courtesies, self- profile tests of cross-cultural readiness, phrase lists of key expressions in various languages, information on money, helps for military spouses and children, etc. May be used in conjunction with formal training course or as a self-directed learning effort.

Burling, Robbins. Man's Many Voices: Language in its Cultural Context. New York: Holt, Rinehart and Winston, Inc., 1970.

Burmeister, Irmgard (ed.). Meeting German Business: A Practical Guide for American and Other English-Speaking Businessmen in Germany. Hamburg: Atlantik-Brucke, 1973. 153 pp. (LIRC #2151, PB)

Guidebook of practical tips on the conduct of German business, economics and labor. Practical general advice on the political system, geography, school system, etc.

Cairns, Helen S. and Charles E. Cairns. Psycholinguistics: A Cognitive View of Language. New York: Holt, Rinehart and Winston, 1976. 252 pp. (LIPC #2358, B:12 pp., PB)

Major findings of research in psycholinguistics, using the tranformational-generative linguistic model. Explores how linguistic knowledge and cognitive mechanisms interact to account for the ability of humans to acquire, produce, perceive and understand language. Introduction to contemporary theories of speech perception and language acquisition.

Callow, Kathleen. Discourse Considerations in Translating the Word of God. Grand Rapids, Michigan: Zondervan Publishing House, 1974. (LIPC #1010, PB)

In addition to the literal translation of words, the concept and meaning must also be translated clearly and naturally. This text considers four criteria to ensure natural translation: 1) grouping (the grammatical function of the translation), 2) cohesion (how participants and events relate), 3) information structure (the amount and kind of information conveyed), and 4) prominence (the dynamics of the translation).

Canadian International Development Agency (CIDA). Going Abroad With CIDA. Unpublished handbooks: Kits I, II, III. 60 pp. each. (LIPC #2261, #2261a, #2262, PB)

Three handbooks serve as orientation guides to CIDA advisors. Includes information on the nature and mission of CIDA, cultural adaptation and intercultural communication, trade/aid policy and international development issues, country/region of assigment, and other facets of an overseas assignment as technical advisor. General enough to provide useful information to families living in unfamiliar cultures.

Cantril, Hadley. Tensions that Cause War. Urbana: University of Illinois Press, 1950.

Capell, Arthur. Studies in Socio-Linguistics. The Hague: Mouton, 1966.

Carmel, Simon J. International Hand Alphabet Charts. Rockville, Maryland: Studio Printing Inc., 1975. 80 pp. (LIRC #2177, B:1, PB)

Hand alphabets of the deaf for various countries of the world.

Carpenter, Edmund and Marshall McLuhan (eds.). Explorations in Communication. Boston: Beacon Press, 1960.

Carpenter, John and Galo Plaza. Intercultural Imperative. New York: Council for Intercultural Studies and Programs, 1973.

Carroll, J. G. The Study of Language: A Survey of Linguistics and Related Disciplines in America. Cambridge, Mass.: Harvard University of Pittsburgh Press, 1953.

Carroll, J. G. Language, Thought and Reality: Selected Writings of Benjamin Lee Whorf. New York: Wiley, 1956.

Carroll, J. G. Language and Thought. Englewood Cliffs, New Jersey: Prentice-Hall, 1964.

Carter, James P. and Eleanora de Antonio West. Keeping Your Family Healthy Overseas. New York: Delacorte Press, 1971. 240 pp. (LIRC #23, HB)

Practical guide to effective health practices for families living in unfamiliar cultures. Considers medical preparation; general health-medical problems; sanitation and nutrition; pregnancy, childbirth and infant care; and mental health abroad. Written primarily for mothers from western cultures living in underdeveloped areas.

Cassirer, Ernst. An Essay on Man: An Introduction to a Philosophy of Human Culture. New Haven: Yale University Press, 1944.

Cassirer, Ernst. Language and Myth. New York: Harper and Row, 1946.

Cassirer, Ernst. The Philosophy of Symbolic Forms; Vol. I. New Haven: Yale University Press, 1953. (Translated by Manheim from Philosophie der symbolischen Formen: Die Sprache. 1923.)

Castañeda, Alfredo, Richard L. James, and Webster Robbins. The Educational Needs of Minority Groups. Lincoln, Nebraska: Professional Educators Publications, 1974. (J.W.)

In separate essays, Castañede, speaking for Mexican-Americans, James, speaking for blacks, and Robbins, speaking for American Indians, each sharply challenge the melting-pot assimilationist assumptions of public education in the United States.

Chafe, Wallace (ed.). Aspects of Language and Culture: Proceedings of the American Ethnological Society, Washington, D. C., 1962. Seattle: University of Washington Press, 1963.

Chas, Yuen Ren. Language and Symbolic Systems. Cambridge, Mass.: Cambridge University Press, 1968.

Cherry, E. Colin. On Human Communication; A Review, A Survey, and a Criticism. Cambridge, Mass.: Technology Press of Massachusetts Institute of Technology, 1957, 1966.

Christiansen, Palle. The Melanesian Cargo Cult: Millenarianism as a Factor in Cultural Change. Copenhagen: Akademish. Forlag., 1969.

Civikley, Jean M. Messages, A Reader in Human Communications. New York: Random House, 1974. (C.P.)

Anthology of easily read articles directed to an audience with no prior knowledge of communication theory or principles. It presents a wide range of well-recognized contributions to the study of communications. Excellent reading for the practitioner who has learned by the "seat of his pants" and who has somehow missed some of the great classics in the field.

Clarizio, Harvey F., Robert C. Craig, and William A. Mehrens (ed.). Contemporary Issues in Educational Psychology. Boston: Allyn and Bacon, 1974. (J.W.)

Readings on thirty-two controversial issues in seven broad areas of educational psychology, including cultural and racial educational communication. Divergent positions are presented in a pro and con format, with introductions and thought questions prepared by the editors preceding each issue.

Cleveland, Harlan, Gerard J. Mangone and John C. Adams. The Overseas American. New York: McGraw Hill, 1960.

Cohen, L. J. The Diversity of Meaning: 2nd revised edition. London: Methuen, 1962.

Cole, Michael, John Gay, Joseph A. Glick, and Donald W. Sharp. The Cultural Context of Learning and Thinking: An Exploration in Experimental Psychology. New York: Basic Books, 1971. (J.W.)

An in-depth report on the findings of a research project investigating thought, culture and education in a Liberian tribe. Deals chiefly with the development of cognitive skills in relationship to cultural background.

Cole, Michael and Sylvia Scribner. Culture and Thought: A Psychological Introduction. New York: John Wiley and Sons, 1974.

Condon, John C. and Mitsuko Saito (eds.). Intercultural Encounters with Japan, Communication--Contact and Conflict. Tokyo: The Simul Press, 1974.

Condon, John C. and Fathi Yousef. An Introduction to Intercultural Communication. Indianapolis: Bobbs-Merrill, 1975. 306 pp. (LIRC #1177, B:20 pp., PB) also (J.W.)

One of the most interesting, readable, well-documented and comprehensive introductions to intercultural communication. Serves two purposes: an introduction for beginners, and a challenging overview for professionals.

Condon, John C. Semantics and Communication. New York: Macmillan, 1966.

Cooke, Alistair. America. New York: Alfred A. Knopf, 1973. (C.P.)

From the perspective of an Englishman who has spent more time traveling the backroads than most Americans, we get an alive account of the American story, from the time of Columbus to the present. Cooke shows us what is unique about the American story, and what is universal about the way in which men went about inventing a nation.

Cooper, Paulette (ed.). Growing Up Puerto Rican. New York: Arbo House Pub. Co., 1972. 131 pp. (LIRC #1172, PB)

Transcriptions of tape-recorded stories of young Puerto Ricans living in the U. S. They describe their experiences. Some are tragic stories, while others are learning to cope. Tells much about the drastic change and humiliation one faces when moving to the U. S.

Crandell, Ellen T. (ed.). Translators and Translating. Selected Essays from the American Translators Association Workshops, 1974. 83 pp. (LIRC #2015, B:4 pp., PB)

New ideas for translators and teachers of translation techniques. 19 articles discuss 1) translators' guidelines (methodologies for translation, the "state-of-the-art" in machine translation, anthropological and psychological factors, an editor's view of translation, and bibliographic sources); 2) translators at work (how literary translation functions in the arts, including film translations, poetry and drama).

Critchley, MacDonald. The Language of Gesture. New York: Haskell House, 1970. (Originally published by London: Arnold, 1939.)

Cryer, Neville. God's Communicators. England: Hodder and Stoughton (Mill Road, Dunton Green, Sevenoads, Kent, TN13 2XX, England).

Account of the work of Bible translators. The continuing need for translating the Bible into the languages of the world's peoples is shown.

Darrow, Kenneth and Bradley Palmquist. The Transcultural Study Guide. Palo Alto, California: Volunteers in Asia, 1975. 155 pp. (LIRC #2170, PB)

Practical guide to promote knowledge and understanding of foreign cultures. Discusses questions in topical areas: economics, politics, social structure, communications, roles of men and women, religion, art, food, education, health and welfare.

Darwin, Charles R. Expression of the Emotions in Man and Animals. New York: D. Appleton and Co., 1959.

Davis, Martha. Understanding Body Movement: An Annotated Bibliography. New York: Arno Press, 1972.

Davitz, J. R. (ed.). The Communication of Emotional Meaning. New York: McGraw-Hill, 1964. (F.Y.)

Dean, Vera Micheles. The Nature of the Non-Western World. New York: New American Library, 1957.

DeBono, Edward. New Think. New York: Avon Books, 1967. 221 pp. (LIRC #1037, PB) also (C.P.)

A brief introduction into breaking the habit of logical vertical thinking and opening the mind to creative lateral thought. Includes how to grasp an elusive new idea, how to avoid being blinded by the obvious, how to take advantage of chance associations, and how to free the mind from logic.

DeCrow, Roger. *Cross-Cultural Interaction Skills: A Digest of Recent Training Literature.* Syracuse: Eric Clearinghouse on Adult Education, 1969.

Defense Language Institute. *Intercultural Communication Training Manual*, Vol. I and II. Monterey, California: Defense Language Institute, 1973.

Includes bibliographical data.

Deloria, Vine, Jr. *God Is Red*. New York: Delta, 1973. (J.W.)

A fascinating investigation of American Indian tribal religious thought and Western man's traditional religious concepts, which consistently show that the general orientation of tribal religious thinking is perhaps more congruent for life in the cybernetic universe of the post-industrial world.

Dendy, Robert F., William P. Kent, Harold J. Maloney, and John B. Scholtz. *Procedures for Evaluating Training Activities and Materials.* Arlington, Va.: National Drug Abuse Center, 1975. 55 pp. (B:2 pp., PB)

A brief description of the procedures used by the National Drug Abuse Center for Training and Resource Development (NDAC) to evaluate training activities and materials. Intended primarily for NDAC staff members and consultants as a framework and checklist for their own evaluation work.

Deutsch, Karl W. *Nationalism and Social Communication*. Cambridge, Mass.: The M.I.T. Press, 1966.

Deutsch, Karl (ed.). *Nation Building*. New York: Atherton Press, 1963.

Deutsch, Karl (ed.). *The Nerves of Government: Models of Political Communication and Control.* London: Free Press of Glencoe, 1963.

Deutsch, Martin, Irwin Katz, and Arthur R. Jensen (eds.). *Social Class, Race, and Psychological Development*. New York: Holt, Rinehart and Winston, 1968. (J.W.)

A psychological investigation into inequality in education. The approach is analytic in its investigation of the underlying problems, scientific in its emphasis on laboratory evidence, and practical in its insistence on actual educational procedures to correct deficiencies due to poverty in early childhood.

Dewey, John. *Human Nature and Conduct*. New York: Modern Library, 1957. (J.W.)

A philosophy and set of values based on an understanding of the dynamic interaction between human nature and the social environment and on the continuity of nature, man, and society. "Morals is education. It is learning the meaning of what we are about and employing that meaning in action."

Diamond, Stanley. *Culture in History: Essays in Honor of Paul Radin.* New York: Columbia University Press, 1960.

Diaz-Guerrero, R. *Psychology of the Mexican.* Austin: University of Texas Press (Box 7819, Austin, Texas 78712), 1976. 171 pp.

Collection of essays rooted both in studies of Mexican psychology as an independent phenomenon and in cross-cultural comparisons of Mexicans, Mexican-Americans, and Anglo-Americans. Discusses attitudes toward sex roles and the family, motivations of the Mexican worker, concepts of respect, and mental, personal and social health.

Dickie-Clark, H. F. *The Marginal Situation: A Sociological Study of a Coloured Group.* New York: Humanities Press, 1966. (J.W.)

A theoretical discussion of marginal subcultures in a hierarchical society, based on a survey of a black group in Durban, South Africa.

Diethelm, Walter. *Signet, Signal, Symbol*. Zurich: ABC, 1972. 221 pp. (LIRC #2055a, partial xerox, HB)

Fundamentals of the situation reached in designing signs today and the future possibilities of their creation. Text in parallel columns in German, French, English. Includes discussion of traffic and safety signs, pictographic language, cultural motifs, information media, public services, logos, etc., plus glossary.

Dollard, J. and Neal E. Miller. *Personality and Psychotherapy: An Analysis in Terms of Learning, Thinking, and Culture*. New York: McGraw-Hill, 1950.

Doob, Leonard. *Becoming More Civilized, A Psychological Exploration.* New Haven: Yale University Press, 1960.

Doob, Leonard. *Communication in Africa: A Search for Boundaries.* New Haven and London: Yale University Press, 1961.

Douglas, J. D. Let the Earth Hear His Voice: International Congress on World Evangelization, Lausanne, Switzerland. (Official Reference Volume: Papers and Responses) Minneapolis: World Wide Publications (1313 Henrepic Ave., Minneapolis, Minnesota). 1975. (LIRC #1157, HB)

Compilation of papers and summaries of discussion groups. Participants from six continents discussed 1) How can we best evangelize our own nation together?, and 2) What contribution can we make to cross-cultural evangelization so that the two billion who have never heard may be reached with the Good News?

Downs, James F. Cultures in Crisis. Beverly Hills, California: Glencoe Press, 1971. 196 pp. (LIRC #2255, B:4 pp., PB) also (C.P.)

Raising awareness and changing states of mind about culture. Examples and description on topics of race, ethnocentricity, familial and community structures, class, status, roles, and some specific problems facing the world (drugs, violence, the role of police, pollution, international relations).

Dreyfuss, Henry. Symbol Sourcebook. New York: McGraw-Hill, 1972. (LIRC #2055, B:16 pp., xerox cy, HB)

Guide to international graphic symbols. Assists those who, in traveling, reading or working come across symbols and need to define them. Organized by 1) discipline (fields of interest or application, with subdisciplines), 2) graphic form (identification of symbols out of context), 3) meaning (symbols relating to a basic design concept). Table of contents in 18 languages.

Drucker, Peter F. The Age of Discontinuity: Guidelines to Our Changing Society. New York: Harper and Row, 1968. (HB)

Political, social and economic changes are early warning system for the future. Four areas of discontinuity in political, social, and economic life are discussed: 1) an emergence of new technology and new major industries, 2) change from an international to a world economy, 3) large, organized institutions governing the political and social realms, 4) a new concept of knowledge influencing education, work, and leisure.

Dumont, René. False Start in Africa. New York: Praeger, 1966.

Dunbar, Helen Flanders. Emotions and Bodily Changes: A Survey on Psychosomatic Interrelationships, 1910-1953: 4th edition. Oxford: Columbia University Press, 1954.

Duncan, Hugh Salziel. Communication and Social Order. New York: Bedminster Press, 1962.

Dundes, Alan. Every Man His Way: Readings in Cultural Anthropology. New Jersey: Prentice-Hall, 1968. (J.W.)

This collection of probably the most important and lucidly written papers in cultural anthropology up to 1968 is an excellent introduction to the field, offering an idea of what culture is, how anthropologists study it, and how such knowledge may be used to enrich human understanding and communication.

Duran, Livie Isauro and H. Russell Bernard. Introduction to Chicano Studies. New York: The Macmillan Co., 1973. 585 pp. (LIRC #903, PB)

A collection of readings dealing with historical roots, present perspectives, and future issues of La Raza: Chicanos in the U. S. Considers internal perspecitves (customs, beliefs, world view, values, social structure) and external perspectives (deprivation and discrimination.)

Durrell, Lawrence. The Alexandria Quartet: Justine, Balthazar, Mountolive, and Clea. London: Faber and Faber, 1962. (J.W.)

This novel, or four novels in one, or better yet, this "word continum" is in aesthetic form what intercultural communication is all about. It is a poetization of the dynamic processes taking place on all interfaces, at all boundaries, vertical and horizontal, those dividing men from women, rich from poor, one culture from another, artist from bureaucrat from scientist, child from adult, the healthy from the ill, the perfect from the imperfect, the mystic from the Philistine.

Efron, David. Gesture, Race and Culture. The Hague: Mouton, 1972. (Originally published as Gesture and Environment. New York: King's Crown, 1941.)

Eide, Ingrid. Students as Links Between Cultures. Copenhagen: Scandinavian University Books, 1970.

Eisenberg, Abne M. and Ralph R. Smith. Nonverbal Communication. Indianapolis: Bobs-Merrill, 1971.

Ekman, Paul, Wallace V. Friesen, and Phoebe Ellsworth. Emotion in the Human Face: Guidelines for Research and Integration of Findings. New York: Pergamon, 1972.

Eliade, Mircea. Le Mythe de l'Eternel Retour: Archétypes et Répétition. Paris: Gallimard, 1949. (J.W.)

Presents a philosophical anthropology which investigates the value systems of primitive man, emphasizing mythical archetypes and the magical world-view. Through repetition of gestures and by means of periodic ceremonies primitive man annuls time, lives in harmony with cosmic rhythms, even enters into these rhythms.

Erikson, Erik H. Childhood and Society: Revised edition. New York: W. W. Norton, 1963.

Expressing the Japanese Mind in English. Tokyo: The Japan Foundation, 1975. 193 pp. (LIRC #2072, PB)

A handbook for practicing interpreters. Contains expressions difficult to translate from English into Japanese and vice versa. Includes five essays by prominent authors, and 500 Japanese idioms which pose translation difficulties, listed with English equivalents and sample sentences.

Fabun, Don. The Children of Change. Beverly Hills, California: Glencoe Press, 1969. 39 pp. (LIRC #2379, PB)

An examination of the current (1960's) rebellion of youth against established society. It gives an overview of a "human revolution" in ethics, morals, drama, economics, sociology, art, music and literature. Describes causes and imagery of the rebellion, discusses the move from structure to process and evaluates the "movement's" success.

Fabun, Don. Communication: The Transfer of Meaning. Beverly Hills, California: Glencoe Press, 1969. 48 pp. (LIRC #2274, PB)

Useful introductory overview of various aspects of the communication process: symbols, silent language, meanings, etc. Many specific examples, photos and drawings.

Fanon, Franz. The Wretched of the Earth. New York: Grove Press, 1968.

Farb, Peter. Word Play. New York: Alfred A. Knopf, Inc., 1973. 421 pp. (LIRC #1163, B:22 pp., HB, PB)

Socio-psychological approach to the study of language as a system of grammar and a human behavior which can be analyzed according to theories of interaction, play and games. Considers origins, current usages (and reasons for them) of language. A particularly useful guide for those concerned with current language usages in the U. S., linguistics, and the role of verbal factors in communication.

Feldman, S. S. Mannerisms of Speech and Gestures in Everyday Life. New York: International Universities, 1969.

Fersh, Seymour (ed.). Culture Regions of the World Series. Eight books in the series: Africa. China, Korea and Japan. Latin America. The Middle East. India and South Asia. Southeast Asia. The Soviet Union. Western Europe. New York: The Macmillan Company, 1968-72. Approx. 150 pp. each. (LIRC #894-901, PB)

Illustrated review of major cultural features in each area includes consideration of land and climate, the people, history and economy, education, government, religion, quality of life, etc. Includes a fairly comprehensive overview of historical roots and current perspectives. Focuses on non-behavioral considerations in a thorough but traditional approach to culture.

Fersh, Seymour (ed.). Learning About Peoples and Cultures. Evanston, Illinois: McDougal, Littell and Co., 1974. 199 pp. (LIRC #2098, PB) also (C.P. and J.W.)

Background articles on cross-cultural perception and communication. Some illustrate ideas of cultural sensitivity through culture-specific presentations. Others consider such topics as attitude formation, non-verbal communication, semantics, cultural differences within a culture and future prospects for cross-cultural understanding. Useful for informational reading or as a teaching tool. Illustrated with photographs and drawings from various cultures.

Festinger, L. A Theory of Cognitive Dissonance. Evanston, Ill.: Row, Peterson, 1957.

Fieg, John P. and John G. Blair. There is a Difference: Twelve Intercultural Perspectives. Washington, D. C.: Meridian House International, 1975. 136 pp. (LIRC #2050, PB)

Takes a "comparative" view of cultural differences and systematizes them in relation to American culture. Based on surveyed opinions and impressions of foreign residents in the U. S., the book offers culture specific comparative information from the viewpoint of twelve countries: Brazil, India, Japan, Kenya, Turkey, Colombia, Indonesia, Ethiopia, Jamaica, Iran, Egypt, and Nigeria. Includes an overall description of general unique U. S. cultural traits.

Fisher, S. and S. E. Cleveland. Body Language and Personality. New York: Dover, 1968. (New York: Van Nostrand, 1958.)

Fisher, Glen H. *Public Diplomacy in the Behavioral Sciences*. Bloomington, Indiana: Indiana University Press, 1972. (C.P.)

Fisher has put together a book that integrates, probably for the first time, the useful findings of behavioral sciences with the real life needs generated from the field of international relations. An extremely useful note section, in the back, identifies references and resources for elaboration of the text. Fisher takes a look at the need to integrate these two areas in order to contribute to and learn from the other. Perception, cognition, culture and personality, and patterns of thinking to the behavior of nations, are among the topics addressed.

Fishman, Joshua A. *Language Loyalty in the United States; The Maintenance and Perpetuation of non-English Mother Tongues by American Ethnic and Religious Groups*. The Hague: Mouton, 1966.

Fishman, Joshua A., Charles Ferguson, and Jyotirindra das Gupta (eds.). *Language Problems of Developing Nations*. New York: Wiley, 1968.

Fishman, Joshua A. (ed.). *Readings in the Sociology of Language*. The Hague: Mouton, 1968.

Fitzgerald, Frances. *Fire in the Lake: The Vietnamese and the Americans in Vietnam*. New York: Vintage, 1972. (J.W.)

The history of American involvement in Vietnam; an account of massive cultural misunderstanding, the result of almost complete noncongruence. "In going into Vietnam, the United States was not only transposing itself into a different epoch of history; it was entering a world qualitatively different from its own."

Flack, Michael J. *Le Rôle de la Culture dans les Operations Internationales*. Pittsburgh: GSPIA, University of Pittsburgh, 1967. (J.W.)

Explores the interrelationship of personal identity and culture in international situations. The intercultural person must develop a kind of personality, a sensibility which enables him to interact easily and tactfully with others. He should have an open mind, few preconceived ideas, and an intuitive capacity for sensing the position and values of others and for incorporating them into his own behavior when he is dealing with others.

Flack, Michael J. and Seth Spaulding (eds.). *The World's Students in the United States: A Review and Evaluation of Research on Foreign Students*. New York: Praeger Pub., 1976.

Flores, Angel (ed.). *Spanish Stories: Cuentos Españoles*. New York: Bantam Books, 1960. (LIRC #1169, PB)

Illustrates the evolution of the Spanish short story from its beginning with Don Juan Manuel's medieval world to writers of the 20th century depicted by Jorge Luis Borges in Argentina and Camilo Jose Cela and Juan Goytisolo in Spain. The stories are presented chronologically in Spanish with English translations.

Flower, Frederick Dalby. *Language and Education*. London: Longmans, 1966.

Flugel, J. *The Psychology of Clothes*. London: Hogarth, 1950.

Foerstel, Lenora Shargo. *Cultural Influence on Perception*. Washington: American Association for the Advancement of Science, 1976. (J.W.)

A micro-cultural study of the interdynamics of self to spatial-temporal and territorial feelings, of body image to boundary concepts, based on a study done on the Island of Manus among the Manus and Usiaj peoples.

Foster, George M. *Traditional Cultures and the Impact of Technological Change*. New York: Harper and Brothers, 1962.

Foster, Robert J. *Examples of Cross-Cultural Problems Encountered by Americans Working Overseas: An Instructor's Handbook*. Alexandria, Virginia: Human Resource Research Office, Division No. 7, 1965. 70 pp. (LIRC #861, PB)

Summaries of events that illustrate some of the problems frequently encountered by Americans working overseas, particularly those providing technical assistance.

Foster, Thomas, William K. Katz and Henry J. Otto. *Value Orientations in Four Elementary Schools*. Austin: University of Texas Press, 1966.

Fox, Robin. *Encounter With Anthropology*. New York: Harcourt, Brace, and Jovanovich, 1972. (J.W.)

Attempts to explain cultural diversity scientifically as a biological phenomenon, and predicts a new ethics arising from the fusion of cultures in a species-centered world view.

Freire, Paulo. *Pedagogy of the Oppressed*. New York: Seabury Press, 1974. (J.W.)

An examination of the cultural characteristics of oppressed peoples, particularly with reference with the problems involved in teaching them, based on the author's experience running adult education programs in Brazil.

Freud, Sigmund. Character and Culture. New York: Collier Books, 1963. (J.W.)

A collection of essays presenting, among other things, Freud's thinking about the effects of cultural conditioning on the psychology of the individual.

Freud, Sigmund. Totem and Taboo: Resemblances Between the Psychic Lives of Savages and Neurotics. New York: Vintage, 1946. (J.W.)

Freud's ground-breaking study of the relationship between the social systems of primitive cultures and psychological impulses in civilized man, first published in 1918.

Fried, Charles. An Anatomy of Values; Problems of Personal and Social Choice. Cambridge, Mass.: Harvard University Press, 1970.

Fritsch, Albert J. and Barry I. Castleman. Lifestyle Index. Washington, D. C.: Center for Science in the PUblic Interest, 1974. 60 pp. (LIRC #1190, PB)

An expanded version of the "Lifestyle Index" that appears in an appendix to Contrasumers: A Citizen's Guide to Resource Conservation, by Albert J. Fritsch (Praeger Publishers, November. 1974). Designed to demonstrate how much energy each American uses each year, and how his standard of living compares with that of average persons in other countries.

Fuglesang, Andreas. Applied Communication in Developing Countries: Ideas and Observations. Sweden: The Dag Hammarskjold Foundation, 1972. 124 pp. (LIRC #2184, B:1 pp., HB) also (J.W. and C.P.)

Articles dealing with fact-to-face and mass media communication. Useful as informational tools about communication and culture and as an aid (or manual) for the development of communications packages in developing areas. Includes models for literacy testing, considerations of perception and pictorial literacy, and some practical suggestions for the creation of visual aids and mass media. The concept of community authority, power and communications structures is discussed.

Funkhouser, G. Ray and Nathan Maccoby. Communicating Science to Non-scientists: Phase I. Stanford University, 1970. 229 pp. (LIRC #1402, B:2 pp., PB)

A detailed analysis of the effect of technical writing on the uninitiated with suggestions on improving science writing for the lay audience. With perseverance, the reader will discover some interesting statistical relationships that may make technical reports more readable.

Funkhouser, G. Ray and Nathan Maccoby. Study on Communicating Science to a Lay Audience: Phase II. Stanford University, 1971. 141 pp. (LIRC # 1403, B:1 p., PB)

Except for a few malcontents who insist on elevated, esoteric language, most people, even specialists, appreciate simple, straightforward science writing. The authors give some valuable suggestions which would greatly clarify the gobbledygook that is constantly bombarding the lay reader.

Galjart, Benno. Itaguai: Old Habits and New Practices in a Brazilian Land Settlement. Wageningen: Centre for Agricultural Publishing and Documentation, 1968.

Gallimore, Ronald, Joan Whitehorn Boggs, and Cathie Jordan. Culture, Behavior and Education: A Study of Hawaiian-Americans. Beverly Hills: Sage Publications, Inc. (275 South Beverly Drive, Beverly Hills, California 90212), 1976.

A case study which analyzes the interrelationships of family system, child socialization and classroom behavior, in an attempt to specify sources of cultural conflict.

Garfinkel, Harold. Studies in Ethnomethodology. Englewood Cliffs, N. J.: Prentice-Hall, 1967.

Geertz, Clifford. The Interpretation of Culture. New York: Basic Books, 1973. (J.W.)

Makes use of philosophy, linguistics, literature, sociology, psychoanalysis, and evolutionary biology to develop and apply a concept of culture as a system of shared symbols that enable individuals to give form and meaning to their experience. Separate sections deal with religion, ideology, politics, art, and the evolution of human mental capacities in a variety of different cultural contexts.

Gerster, Georg. Sahara: Desert Destiny. New York: Coward-McCann Publishing Co., 1960.

Gladwin, T. and W. C. Sturtevant (eds.). Anthropology and Human Behavior. Washington: Anthropological Society of Washington, 1962.

Glazer, N. and D. P. Moynihan. Beyond the Melting Pot: The Negroes, Puerto Ricans, Jews, Italians and the Irish. New York and Cambridge, Mass.: MIT Press, 1963.

Gleeson, Patrick and Nancy Wakefield (eds.). Language and Culture. Columbus, Ohio: C. E. Merrill, 1968.

Glenn, Edmunds. *Language and Patterns of Thought.* (Mimeographed) Washington: Georgetown University Press, 1955.

Goffman, Erving. *The Presentation of Self in Everyday Life.* Garden City, New York: Doubleday Anchor, 1959. (J.W.)

Shows that social interaction in Anglo-American society can be understood in a dramaturgical sense. Whenever persons enter into one another's immediate physical presence they must expressively sustain a definition of the situation, and in sustaining this definition of the situation they must be practiced in the ways of the stage.

Goffman, Erving. *Encounters.* Indianapolis: Bobs-Merrill, Co., 1961.

Goffman, Erving. *Behavior in Public Places.* Glencoe, Ill.: Free Press, 1965. (New York: Free Press, 1963.)

Goodenough, Ward Hunt. *Cooperation in Change.* New York: Russell Sage Foundation, 1963. (J.W.)

Originally written to help those engaged in technical assistance in developing countries to be more effective agents of change, this study details the dynamic process of change at every level, interpsychic to societal, and the intricate interrelationships between different dynamic levels both within a given cultural system and in situations of culture contact.

Goldschmidt (ed.). *Exploring the Ways of Mankind.* New York: Holt, Rinehart and Winston, Inc., 1960.

Gordon, Raymond L. *Living in Latin America, A Case Study of Cross-Cultural Communication.* Skokie, Illinois: National Text Book Company, 1974. (C.P.)

A well documented and a most practical text or case study for learning a specific culture, which goes beyond just learning of Colombia. First, the lessons learned in the Colombian culture reoccur within other parts of the Hispanic world. And, through numerous practical examples, Gordon has isolated some of the concepts that must be addressed in cross-cultural training environments.

Gorer, Geoffrey. *The American People: A Study in National Character.* New York: W. W. Norton and Co., 1948.

Graves, M. E. *The Art of Color and Design:* 2nd edition. New York: McGraw-Hill, 1951.

Greenberg, Joseph H. *Language, Culture and Communication.* Stanford, California: Stanford University Press, 1971.

Greenberg, Joseph H. *Universals of Language.* Cambridge, Mass.: MIT Press, 1966. (J.W.)

A collection of papers from the 1961 Conference on Language Universals, exploring both the many solutions to the problem of language and the common basis of this human phenomenon.

Grimes, Barbara F. (ed.). *Ethnologue.* Huntington Beach, California: Wycliffe Bible Translators, Inc., 1974. (LIRC #1420, PB)

A volume of the best information available on the languages of the world, with special attention to the Bible translation status of each language. Each entry represents a distinct language. Language is distinguished from dialects (variants of the language that are not distinct enough to need separate literature).

Grosset, Serge. *Management: European and American Styles.* Belmont, California: Wadsworth Publishing Company, Inc., 1970. (C.P.)

Insights into the impact of culture on thought and decision making and the assumptions and expectations placed on man and his motivation to work are brought forth in this book. Grosset has attempted to describe and define the fundamental differences that are rooted in tradition and culture, and which find expression in national trends with long-lasting effects.

Grotjahn, M. *Beyond Laughter.* New York: Blakiston Division, 1957.

Guither, Harold D. and W. N. Thompson. *Mission Overseas: A Handbook for U. S. Families in Developing Countries.* Urbana, Illinois: University of Illinois Press, 1969. 294 pp. (LIRC #18, PB)

Factual, how-to-do-it assistance for planning an overseas trip, including the handling of stateside affairs, how to learn about the country and the language, housing and transportation, schooling, goods and services, re-adjustment upon returning home. Includes short sketches on 82 developing nations and a culture-specific reading list. Compiled from 600 university professors who had lived/worked abroad.

Gulliford, Nancy L. *Current Research on the Relative Effectiveness of Selected Media Characteristics.* Pittsburgh, Penn.: Westinghouse Electric Corporation Research and Development Center, 1973.

119 pp. (B:58 pp., PB)

For the tentative use of researchers in terminal improvements and application of educational theory. Includes an extensive bibliography drawn from education theorists, quotations from seminal works, and discussion of learning theories and human perception. Discusses characteristics of the media: picture, color, motion, music, size of pictures.

Gumperz, John J. and Dell H. Hymes (eds.). The Ethnography of Communication: Special Publication. American Anthropologist, 1964, Vol. 66, No. 6, Part 2, pp. 1-186.

Hall, Edward T. Beyond Culture. Los Angeles: Anchor, 1976. (J.W.)

Proposes a sort of massive "cultural literacy" movement so that the human race can escape the constraints of "covert culture," those aspects of culture that one takes most for granted, that most often are considered to be "innate". "Man needs the experience of other cultures, i.e. to survive all cultures need each other."

Hall, E. T. and G. L. Trager. The Analysis of Culture. Washington, D. C. : American Council of Learned Societies, 1953.

Hall, Edward T. The Hidden Dimension. Garden City, New York: Anchor-Doubleday, 1966. 217 pp. (LIRC #27, B:11 pp., PB) also (C.P.)

The "classic of proxemics" is still worthy of periodic review.

Hall, Edwart T. Silent Language. Garden City, New York: Doubleday, 1959. (C.P.)

Silent Language remains a bible in the field of nonverbal communication. Hall puts forth his postulate of the importance of non-verbals in the conveyence of meaning. Beyond the examples used to support his observations, Hall offers a model of communication.

Hallowell, A. L. Culture and Experience. New York: Schocken Books, 1955. (Philadelphia: University of Pennsylvania Press, 1955.)

Hambridge, J. Dynamic Symmetry. New Haven: Yale University Press, 1920.

Harms, L. S. Intercultural Communication. New York: Harper and Row, 1973. (LIRC #735, PB)

Many in the field of intercultural communication disagree on essential points because of diversity in culture and variety in communication. This study defines world communication networks, their constraints, abilities in interculturally communicating to the home and world communities, and problems and possibilities of intercultural communication in the future.

Harris, Marvin. Cows, Pigs, Wars, and Witches; The Riddles of Culture. New York: Columbia University Press, 1974. (J.W.)

Argues that human societies, like human behavior, are determined by specific evolutionary forces. Explanations for rituals and customs should be sought in the material conditions of a given system--the environment, the technology, the ecology--not in verbal clues or rationalization.

Harrison, Randall P. Beyond Words: An Introduction to Nonverbal Communication. Englewood Cliffs, New Jersey: Prentice-Hall, 1974. 210 pp. (LIRC #1164, B:3 pp., PB)

An inductive approach to increasing awareness of nonverbal behavior. In an overview of nonverbal communication patterns, communication systems and codes are explored. Illustrated with examples from everyday life and professional communicators, the book has both information and application usages.

Harrison, Randall. Pictic Analysis: Toward a Vocabulary and Syntax for the Pictorial Code; with Research on Facial Communication. Department of Communication, Michigan State University, 1964. (Ditto)

Hastorf, Albert H., David J. Schneider and Judith Polefka. Person Perception. Reading, Mass.: Addison-Wesley Pub. Co., 1970.

Hawes, Leonard D. Pragmatics of Analoguing: Theory and Model Construction in Communication. Menlo Park, California: Addison-Wesley, 1975. 199 pp. (B:8 pp.)

With emphasis on communication, practical and theoretical, guidelines are given for building and evaluating theories and models. Building models and theories is a science in itself.

Hayakawa, S. I. Language in Thought and Action, Third Edition. New York: Harcourt, Brace, and Jovanovich, Inc., 1939. (C.P.)

This third edition improves on the earlier two by bringing into focus the practical aspects of the study of semantics. Hayakawa has added a section on 'Applications' after each chapter, and numerous concrete examples and illustrations are provided throughout. This is one of the classic works in the field and, for beginner through expert, this contains enough guidance, content, and references to further any reader's understandings of this important facet of cross-cultural training.

Hendricks, Gay and Russel Wills. The Centering Book: Awareness Activities for Children, Parents, and Teachers. New Jersey: Prentice-Hall Spectrum, 1975. (J.W.)

Except for the handicap of trying to transmit in written form instructions which are traditionally transmitted orally, this is a good introduction to yoga, zen, movement, imagery, relaxation training, the dream work of the Senoi people of the Central Malay Peninsula, and the Sufi tradition.

Henle, Paul. Language, Thought and Culture. Ann Arbor, Mich.: University of Michigan Press, 1958, 1965.

Henry, Jules. Culture Against Man. New York: Random House, 1963. (J.W.)

A rather bleak picture of 20th century U. S. society, tracing the patterns that reflect nearly 150 years of lopsided preoccupation with amassing wealth and raising the standard of living, at the expense of larger psychic needs.

Herdan, G. Language, Choice and Chance. Groningen: P. Noordhoff, 1956.

Herder, J. G. Social and Political Culture. London: Cambridge University Press, 1969.

Herskovits, Melville S. The Human Factor in Changing Africa: 1st edition. New York: Knopf, 1962.

Hertzler, Joyce O. A Sociology of Language. New York: Random House, 1965.

Hinde, Robert A. (ed.). Nonverbal Communication. Cambridge, Mass.: Cambridge University Press, 1972.

Hogben, Lancelot Thomas. Essential World English. New York: W. W. Norton, 1963.

Hoijer, Harry (ed.). Language in Culture. Chicago: University of Chicago Press, 1954.

Hollander, E. P., and R. G. Hunt (eds.). Classic Contributions to Social Psychology. New York: Oxford University Press, 1972. (C.P.)

For one who is intent on reviewing these contemporary books, articles and other literature and in furthering his own knowledge of human relations and the human condition, this reader is a highly valued source. These articles and collection will bring culture, value, attitudes and behaviors and their interrelationships into a strong and clear focus.

Holton, Gerald (ed.). Science and Culture. Boston: Beacon Press, 1967.

Holtzman, Wayne H., Rogelio Diaz-Guerrero, and John D. Swartz. Personality Development in Two Cultures. Austin: University of Texas Press (Box 17819, Austin, Texas 78712), 1976. 468 pp.

A cross-cultural longitudinal study of school children in Mexico and the United States. Investigation of the different patterns of personality, and cognitive and perceptual development.

Hoopes, David S. (ed.). Readings in Intercultural Communication: Volume I. Pittsburgh: Regional Council for International Education (1101 Bruce Hall, University of Pittsburgh), 1971. 117 pp. (LIRC #64, PB) also (C.P.)

Articles designed to short-circuit the gap between conception of an idea and formal publication. Discusses theory, the intercultural communications workshop, and training application. The intercultural communicator should adapt his communication techniques to the audience culture.

Hoopes, David S. (ed.). Readings in Intercultural Communication: Volume II. Pittsburgh: Regional Council for International Education (1101 Bruce Hall, University of Pittsburgh), 1972. 183 pp. (LIRC #63, PB) also (C.P.)

17 syllabi of courses on or related to intercultural communications. Also includes different perspectives on workshop programs and useful theoretical articles dealing with surmounting culture shock.

Hoopes, David S. (ed.). Readings in Intercultural Communication: Volume III. Pittsburgh: Regional Council for International Education (1101 Bruce Hall, University of Pittsburgh), 1973. (LIRC #64c, PB) also (C.P.)

Papers providing a foundation for the field of intercultural communication. Considers 1) basic issues in intercultural communication research, and 2) applications of cross-cultural training and the intercultural communication workshop. Contributing authors include Alfred G. Smith, President of the International Communication Association, and Edward C. Stewart, Education Training Specialist for Latin America, Peace Corps.

Hoppe, Edward W. and Robert J. Parsons. Questionology: The Design of Questions and Questionnaires. Provo, Utah: Survey Research Center, Brigham Young University, 1974. 163 pp. (LIRC #1187, B:44 pp, PB)

A text presenting the main guiding principles of questionology.

Hsu, Francis L. K. Americans and Chinese: Two Ways of Life. New York: Henry Schuman, 1953. (Revision: Americans and Chinese: Purpose and Fulfillment in Great Civilizations. Garden City: Natural History Press, 1970.)

Hsu, Francis L. K. Clan, Caste and Club. Princeton, New Jersey: Van Nostrand, 1963.

Huizinga, Johan. Homo Ludens: A Study of the Play Element in Culture. Boston Beacon, 1950. (J.W.)

Argues for the supreme importance of the play-factor in civilization, showing that any culture is made up of social "games" that must be played according to the "rules".

Human Resources Training Department (HRTD), Naval Amphibious School--Coronado. Miscellaneous collection of training materials. (LIRC #783, PB)

10 training courses which include design of an intercultural relations training program, guidelines for future research and evaluation of Naval intercultural relations training, training activities, and a glossary of cross-cultural terms.

Hymes, Dell H. Language in Culture and Society: A Reader in Linguistics and Anthropology. New York: Harper and Row, 1964.

Illich, Ivan D. Celebration of Awareness. Garden City: Doubleday Anchor, 1971.

Isaacs, Harold R. Idols of the Tribe: Group Identity and Political Change. New York: Harper and Row, 1975. (J.W.)

Demonstrates the amount of cultural diversity in our world, showing the undesirability and impossibility of trying to change this to create a single mass culture. Instead, the author proposes ways of working together through a mutual respect for our cultural differences.

Isaacs, Harold R. Images of Asia: American Views of China and India. New York: Harper and Row, 1972. (J.W.)

A study of stereotyped images of India and China held by 181 influential American businessmen, diplomats, missionaries, etc. who have had experience working and living in the two Asian countries.

Izard, C. E., W. F. Livsey, E. S. Cherry, G. F. Hall, Pat Wall, and Ruth Bacon. Effects of Affective Picture Stimuli on the Learning, Perception and Affective Scale Values of Previously Neutral Words. ONR Technical Report No. 19, Vanderbilt University, 1963.

Jacob, Phillip. Changing Values in College; An Exploratory Study of the Impact of College Teaching. New York: Harper, 1957.

Jacobs, Noah H. Embarrassing Moments in German, And How To Avoid Them. New York: Frederick Ungar Pub. Co., 1956. (LIRC #2046, HB)

Illustrates many embarrissing situations which occur because of the similarities of words common to both German and English. Many of these problem words, idioms, proverbs, and quotations are outlined. Includes an overview of German and Austrian education and a summary of weights, measures, and money.

Jain, Nemi C., Michael H. Prosser, and Melvin H. Miller. Intercultural Communication: Proceedings of the Speech Communication Association Summer Conference X. 1974. 138 pp. (LIRC #1460, PB)

These proceedings provide an excellent source of ideas, especially for those concerned with intercultural communication education. The unit plans provide a variety of approaches and resources that could be used in teaching, while the simulation games and workshops provide excellent motivational material.

Jamison, Dean, Patrick Suppes, and Stuart Wells. The Effectiveness of Alternative Instructional Media: A Survey. A.I.D. Studies in Educational Technology, March 1973. (LIRC #1350, PB)

An overview of research on the effectiveness of alternative instructional media such as traditional classroom instruction (TI), instructional radio (IR), instructional television (ITV), programmed instruction (PI), and computer-assisted instruction (CAI).

Jessor, Richard, Theodore D. Graves, Robert C. Hanson, and Shirley L. Jessor. Society, Personality, and Deviant Behavior: A Study of a Triethnic Community. New York: Holt,Rinehart and Winston, 1968. (J.W.)

A report of a study considering heavy alcohol use in a small, rural community consisting of three ethnic groups, Anglo-American, Spanish-American, and Indian. It not only yields data for a greater understanding of an important social problem, deviant drinking, but advances social psychological theory, contributes to a methodology for testing theory in natural settings, provides a set of theory-derived measures of deviant behavior, and suggests a theoretically relevant description of minority group status in contemporary America.

Jhabvala, Ruth Prawer. Heat and Dust. New York: Harper and Row, 1976. (J.W.)

A tough, ironic novel of the East-West collision in India. It delves into the whole question of whether a European can survive in India, or whether the squalor, heat, indifference, smells, and poverty will destroy, both physically and morally, those not born in the place.

Joos, Martin. The Five Clocks. New York: Harcourt, Brace and World, 1967. 107 pp. (LIRC #2063a, PB) also

A classification and description of English speech and writing. Five styles of language are identified: frozen, formal, consultative, casual and intimate. Other usage dimensions are age, breadth and responsibility. English in its social context is the primary concern of the book.

Joshua. Language: A Modern Synthesis. London: Secker and Warburg, 1956.

Kahler, Erich. Out of the Labyrinth: Essays in Clarification. New York: George Braziller, 1967. (J.W.)

A theory of social evolution in all cultures as an expansion of self-awareness, humane values, and artistic form reaching toward the three absolute values of the good, the true, and the beautiful.

Kecskemeti, P. Meaning, Communication and Value. Chicago: University of Chicago Press, 1952.

Kelly, C. The Psychology of Personal Contructs. New York: W. W. Norton, 1955

Kelly, Rita M. and Lorand B. Szalay. The Impact of a Foreign Culture: South Koreans in America. From "Communications in International Politics," University of Illinois Press, 1972. 25 pp. (LIRC # 384, PB)

Problems faced by South Koreans in America.

Kepes, Gyorgy. Language of Vision. Chicago: Paul Theobald, 1944.

Kepes, Gyorgy. Graphic Forms. Cambridge, Mass. Harvard University Press, 1949.

Kepes, Gyorgy (ed.). The Visual Arts Today. Middletown, Conn.: Wesleyan University Press, 1960.

Killingray, David. A Plague of Europeans: Westerners in Africa Since the Fifteenth Century. Baltimore, Maryland: Penguin Education, 1973. (J.W.)

A lively, informative introduction to the interaction between European and "African" over the course of the last five centuries. Includes biographies of all the great "characters," black and white, of this age of culture contact, and gives a vividly individuated picture of the people of Africa, past and present.

Kitano, Harry H. L. Japanese Americans: The Evolution of A Subculture. Englewood Cliffs, New Jersey: Prentice-Hall, 1969. (J.W.)

Traces the experience of Japanese Americans in the United States. Relatively speaking, except for the concentration camps during World War II, it has been a group success story, an illustration of a means of adapting to interethnic contact and conflict with a minimum of bloodshed and chaos.

Kirkland, Faris R., LTC, U. S. Army (Ret.), and P. L. McGrew. A Cultural Assimilator: For Interaction With Persons of Different Cultural Backgrounds. 8 Volumes. Philadelphia, Pa.: Center for Social Development. 90 pp. each. (LIRC #736, PB)

A course of programmed instruction in aspects of crossracial interaction designed specifically for military use. Of interest to anyone dealing with members of different cultures places together under stress situations. Interesting, informative, and easily understandable, though some of the conclusions seem a bit arbitrary.

Klineberg, O. and M. Zavallone. Nationalism and Tribalism Among African Students: Study of Social Identity. Paris, The Hague: Mouton, 1969. (J.W.)

Report and conclusions of a study to determine social, national and tribal feelings of identity among university students in six countries: Ethiopia, the Democratic Republic of the Congo, Ghana, Nigeria, Senegal, and Uganda.

Klineberg, Otto. Social Psychology. New York: Henry Holt and Co., 1940.

Klineberg, Otto. The Human Dimension in International Relations. New York: Holt, Rinehart and Winston, Inc., 1964.

Klineberg, Otto. Tensions Affecting International Understanding: A Survey of Research. New York: Social Science Research Council, Bulletin 62, 1960.

Kling, Merle. A Mexican Interest Group in Action. Englewood Cliffs, New Jersey: Prentice-Hall, 1961.

Kluckhohn, C. and Henry A. Murray (eds.). Personality In Nature, Society and Culture. New York: Knopf, 1948.

Kluckhohn, Clyde. Mirror for Man: A Survey of Human Behavior and Social Attitudes. Greenwich, Connecticut: Fawcett, 1960. (J.W.)

Covers every area of anthropology, physical and cultural, ethnology, linguistics, etc. Of particular interest is the chapter "Personality in Culture (The Individual and the Group)."

Kluckhohn, F. and Fred L. Strodtbeck. Variations in Value Orientations. Evanston, Ill.: Row, Peterson, 1961.

Knapp, Mark L. Nonverbal Communication in Human Interaction. New York: Holt, Rinehart and Winston, Inc., 1972.

Knapp, Peter H. (ed.). Expression of the Emotions in Man. New York: International Universities Press, 1963.

Koffka, K. Principles of Gestalt Psychology. New York: Harcourt, Brace, 1935.

Kohler, Wolfgang. Gestalt Psychology. New York: New American Library, 1947.

Kohls, Robert. Resource Guide to the Culture of the Virgin Islands. (Second Draft.) Prepared for the U. S. Virgin Islands School System. Washington, D. C.: General Learning Corporation, 1973-74. 92 pp. (LIRC #1143, PB)

Objectives are to indicate the range and scope of the culture of the Virgin Islands, a skeletal outline of each cultural area, and an indication of additional sources of information. Includes discussion of cultural diversity (ethnic background and social influences), man-made cultural resources (art, music, folklore, superstitions, etc.) and the environment (plant and animal life, etc.).

Kouwenhouen, John. The Beer Can by the Highway; Essays On What's American about America. Garden City, New York: Doubleday, 1961.

Krigger, Marilyn. Outline Guide to the History of the U. S. Virgin Islands. Prepared for the U. S. Virgin Islands School System. Washington, D. C.: General Learning Corporation, 1973-74. 30 pp. (LIRC #1144, PB)

Provides Continental teachers in the Virgin Islands a simple, accurate account of the history of the islands, and stimulation to develop class activities around some of these historical events. Also designed to be read directly by some older students.

La Barre, W. The Human Animal. Chicago: University of Chicago Press, 1954.

Lambert, Eloise and Mario Pei. Our Names: Where They Came From and What They Mean. New York: Lathrop, Lee and Shepard, Co., 1960.

Lambert, Wallace E. Language, Psychology and Culture. Stanford, California: Stanford University Press, 1972.

Landar, Herbert Jay. Language and Culture. Toronto: Oxford University Press, 1966.

Landis, C. and W. A. Hunt. The Startle Pattern. New York: Farrar and Rinehart, 1939.

Langer, Susanne K. Philosophy In a New Key. Cambridge, Mass.: Harvard University Press, 1942.

Language Research Center, Brigham Young University. First Annual Symposium on LDS Intercultural Communication and Language Concerns. Provo, Utah: Language Research Center, 1973. 210 pp. (LIRC #1520, B:25 pp., PB)

A "state-of-the-art" approach to intercultural communication within the Church of Jesus Christ of Latter-day Saints (LDS). Brings some of the latest theory and developments in the field of cross-cultural communication to bear on directions for the Church. Of value to those interested in what one large cross-cultural organization is doing in the field.

Language Research Center, Brigham Young University. Intercultural Communicating. Communication Learning Aid. Provo, Utah: Language Research Center, 1976. 35 pp. (LIRC #1550, B:3 pp., PB)

Examples, exercises, outlines and reading material to help individuals become more effective in cross-cultural communication encounters. Discusses ways to overcome culture shock, how to use interpreters effectively, how to map people and communication. Useful as a general orientation tool, with application exercises which allow for self-measurement of cultural attitudes and perceptions.

Language Research Center, Brigham Young University. Intercultural Learning Aid (titled by area): Brazil, Koreans, Latin America, Japanese, German-speaking Europeans (Austria, Germany, Switzerland). Provo, Utah: Language Research Center, Brigham Young University, 1976. 25-40 pp. each. (LIRC #1517, Brazil; #1551, Koreans; #1546, Latin America; PB)

Booklets focus on ways of thinking and manners of living in each cultural area. Considers history and geography, government, economy, education, transportation and communication, religion, the arts, etc. Discusses "themes" which underlie behavior. Includes non-verbal communications: gestures, courtesies, greetings and standard expressions, "survival phrases." Readings and applied exercises. A beneficial treatment of culture-specific information.

Language Research Center, Brigham Young University. Second Annual Symposium on LDS Intercultural Communications and Language Concerns. Provo, Utah: Language Research Center, 1974. 300 pp. (LIRC #1505,PB)

Participants contribute their ideas for "building bridges of understanding"--the promotion of better techniques of cross-cultural understanding and performance within the Church of Jesus Christ of Latter-day Saints (LDS). Topics include intercultural writing, value considerations, media innovations, culture (area) specific forums, research models, computer capabilities, etc. Of value to those interested in what one large cross-cultural organization is doing in the field.

Language Research Center, Brigham Young University. So You Speak English, Too. Provo, Utah: Language Research Center, 1975. 82 pp. (LIRC #1526 PB)

A capsule of information about various English-speaking cultures. A brief, general overview of the United States, the British Isles, Canada, Australia, New Zealand, and South Africa. Topics considered include government, economy, attitudes, lifestyles, customs and courtesies, etc.

Language Research Center, Brigham Young University. Third Annual Symposium/Workshops on LDS Intercultural Communication and Language Concerns. Provo, Utah: Language Research Center, 1975. 250 pp. (LIRC #1547, PB)

Participants contribute their ideas for the promotion of techniques for more effective cross-culture understanding and performance within the Church of Jesus Christ of Latter-day Saints (LDS). The range of topics includes international students, visual literacy, nonverbal communication, counseling, etc. Of value to those interested in what one large cross-cultural organization is doing in the field.

Lanier, Alison. Your Manager Abroad: How Welcome? How Prepared?. AMACOM, 1975. (LIRC #2053, PB)

Briefs those who plan to visit, live in, or deal with businesses in other cultures. The success of a company abroad may depend on the ability of those who are transferred to work there to function effectively in the new environment. Differences in Europe, Latin America, the Orient, and the Arab world are briefly discussed. A self-evaluation of degree of preparation is provided, with suggestions for additional reading.

Larson, Donald N. and William A. Smalley. Becoming Bilingual: A Guide to Language Learning. South Pasadena, California: William Carey Library, 1972. 426 pp. (LIRC #1154, B:13 pp., PB)

An integrated, systematic treatment of the task of acquiring a second language, with a focus on the linguistic, cultural and practical aspects of the task. Includes consideration of the language learner's environment, necessary motivation, process of language acquisition, learning problems and opportunities, techniques of language learning and applications of communication abilities.

Laslo, Ervin (ed.). The World System: Models, Norms, Variations. New York: George Braziller, Inc., 1973. 215 pp. (LIRC #1423, B:5 pp., PB)

Contributors look at world system models, using scientific data, system dynamics principles and computer-simulated projections. Illuminates systems modeling theory and practice and interfaces theory and metatheory, examining bases for norms governing and methods of model building. A contemporary review of world interaction theory.

Lawrence, D. H. Sea and Sardinia. New York: The Viking Press, 1965. (Originally published in 1921.)

Leach, Bernard. Beyond East and West. London: Faber and Faber, 1976. (J.W.)

The author describes his experience in introducing Japanese techniques of making and designing pottery to the Western world.

Leander, Ed. Here's Looking at You. New York: Harlin Quest, Inc., distributed by Dial, 1973. (J.W.)

A short collection of rhyming riddles and excellent graphics that tries to show how humans look from the point of view of a monkey, a parrot, a butterfly, a bee, a mouse, a spider, a glow-worm, a crab, a fly, a frog, a microbe, a wolf, and a fish.

Leathers, Dale G. Nonverbal Communication Systems. Boston: Allyn and Bacon, Inc., 1976. 273 pp. (B:3 pp., PB)

A textbook providing students with instruction and tests on decoding and encoding capacity, use of facial communication, vocalic communication, tactile communication, and other nonverbal systems. Lists various nonverbal communication systems and the functional potentials. Illustrated with photographs and graphics.

Lee, D. D. Freedom and Culture. New York: Spectrum Books; Englewood Cliffs, New Jersey: Prentice-Hall, 1959.

Lee, Dorothy. Freedom and Culture. New Jersey: Spectrum, 1963. (J.W.)

A collection of papers detailing experience in several non-Western cultures, supporting the theme that, paradoxically, in many societies, structure provides freedom and individual dignity.

Lenneberg, Eric H. (ed.). New Directions in the Study of Language. Cambridge, Mass.: MIT Press, 1964.

Lenneberg, Eric H. Biological Foundations of Language. New York: John Wiley and Sons, 1967.

Lepage, R. E. The National Language Question. London Institute of Race Relations, London: Oxford University Press, 1964.

Lepley, R. The Language of Value. New York: Columbia University Press, 1957.

Lerbinger, O. and A. J. Sullivan. Information, Influence and Communication: A Reader in Public Relations. New York: Basic Books, Inc., 1965.

Lerner, D. and W. Schramm. Communication and Change in Developing Cou[illegible] [illegible]ulu: East-West Center P[illegible], [illegible], 196[illegible].

Lerner, David. The Passing of Traditional Society: Modernizing the Middle East. Glencoe, Ill.: Free Press, 1958.

Lerner, David (ed.). The Human Meaning of the Social Sciences. New York: Meridian Books, 1959.

Leslie, J. A. K. A Survey of Dar Es Salaam. London: Oxford University Press, 1963.

Levi, Edward Hirsch. An Introduction to Legal Reasoning. Chicago: University of Chicago Press, 1949.

Levi-Strauss, Claude. The Savage Mind. Chicago: University of Chicago Press, 1962. (J.W.)

An anthropological refutation of the idea that there is a dichotomy between "civilized" and "primitive" (non-historic) thought.

Levine, Robert A. Culture, Behavior, and Personality. Chicago: Aldine Pub. Co., 1973.

LeVine, Robert A. and Donald T. Campbell. Ethnocentricism: Theories of Conflict, Ethnic Attitudes, and Group Behavior. New York: John Wiley and Sons, 1972. (J.W.)

An inventory of the varied and contradictory social science theoretical literature for propositions about ethnocentrism that are testable in cross-cultural research. The theories are from many disciplines: anthropology, sociology, political science, psychology, psychoanalysis.

Levine, Lawrence W., and Robert Middlekauff. The National Temper - Readings in American Culture and Society: Second edition. New York: Harcourt, Brace, Jovanovich, 1972. (C.P.)

This collection of articles deals with both conventional and unconventional subjects, but each in a fashion that illuminates American cultural development. It gives a rare glimpse into the little addressed foundations of the American character.

Lewis, O. The Children of Sanchez. New York: Random House, 1961.

Lieberson, Stanley (ed.). Explorations in Socio-Linguistics. Bloomington, Ind.: Indiana University Press, 1967.

Lieberson, Stanley. Language and Ethnic Relations in Canada. New York: Wiley, 1970.

Liedlich, Raymond D. Coming to Terms with Language, An Anthology. New York: John Wiley and Sons, Inc., 1973. (C.P.)

An anthology of wide-ranging subjects, not all germane to the particulars of cross-cultural training. The selections on race, non-verbal communication and cultural, and those on learning and the world of reality, are both applicable and necessary treatises. The balance of the articles are excellent background for broadening and general learning.

Lindbeck, John M. H. Understanding China: An Assessment of American Scholarly Resources. New York: Praeger Publishers, 1971. 159 pp. (LIRC #2353, PB)

A survey and analysis of China Studies in the U. S. during the 1960's "developmental period". Considers language and area training, research needs, financing, accomplishments and problems, prospects for the future and recommendations for further development of this field of academic inquiry. A basic guidebook for educators concerned with China or Asian Studies.

Lord, Edith. Cultural Facts and Fancies. Washington, D. C.: Agency for International Development, Department of State, 1960. 60 pp. (LIRC #2014, PB)

An unconventional approach to exploding some common and widely-held myths about culture. Through a series of statements about which the reader must make value judgments, some of the realities of intercultural living are elaborated upon. A general orientation to intercultural concepts.

Luria, A. R. Man With a Shattered World. New York: Basic Books, 1972. (J.W.)

An account of the author's experience working with a man whose brain had been seriously injured, leading to the discovery that the brain comes to perform accustomed tasks without recourse to the process of analysis. Interculturally this knowledge has immense explanatory power in that it accounts for the tenacity of custom and for the great feelings of stress which accompany changes in culture. This stress stems precisely from the fact that the analytical process is overburdened, that everything must be considered, that nothing can be done according to custom.

Mager, Robert. Preparing Instructional Objectives, Goal Analysis, Developing Attitude Towards Learning, Analyzing Performance, Measuring Instructional Intention. (C.P.)

Stabs out at the heart of the design effort, attention to the program goals and objectives. This collection is an absolute must for anyone responsible for designing and developing training programs, whether it be cross-cultural or otherwise.

Managing the Multi-Nationals. Harvard Business Review Reprint Series, 21295. (C.P.)

Within this collection and elsewhere in Harvard Business Review articles, cultural aspects of personnel management are addressed. The articles challenge provincial assumptions about man's motivation to work, incentives and value compensation. Other articles in this collection are not addressed to the personnel area, but contain valuable insights and references into how to effectively recognize and manage cultural differences. Valuable footnotes and bibliographies are provided throughout.

Manchester, William. The Glory and the Dream - A Narrative History of America - (1932-1972). Boston, Massachusetts: Little, Brown and Company, 1972. (C.P.)

Chronicles both the significant and memorable events of the past 40 years of U. S. history. The narrative accounts have captured both the mood and details of the experience. Economics, politics, change, communication, social and sexual mores, arts, military history, are among the recordings. Characters and personalities of the events are brought to life with substance and character. It develops themes, not sequential recordings of events and dates. It entwines them into the social context and, as it is developed, it reflects the impact of these changes and events on the national character. The change in the social and cultural orientation of America today has its roots during this period. The book describes these origins in the context in which they occurred.

Mancusco, James C. (ed.). Readings for a Cognitive Theory of Personality. New York: Holt, Rinehart and Winston, 1970. (J.W.)

An anthology of readings supporting the theory that the individual imposes his consciousness on reality.

Mandelbaum, David G. (ed.). Selected Writings of Edward Sapir In Language, Culture and Personality. Berkely and Los Angeles: University of California Press, 1949.

Mann, Kenneth Eugene. Intercultural Communications Seminar: A Report and Summary. Laie, Hawaii: Church College of Hawaii Press, 1974. 35 pp. (LIRC #1188, PB)

Summaries of workshops held at the Church College Seminar. Emphasizes the responsibility of faculty to students in an intercultural setting. The three workshops dealt with 1) recognizing and dealing with culture shock, 2) communicating with gestures, and 3) why students/professors behave as they do. Lists of recommendations and suggestions are included.

Maraini, Fosco. Japan: Patterns of Continuity. Tokyo, Japan and Palo Alto, California: Kodansha International, Ltd., 1971. (J.W.)

A penetrating intruduction to Japan's "non-Euclidean" sociology, economy, and culture. Profusely illustrated with photographs of all aspects of Japanese life.

Markwardt, Albert H. (ed.). Language and Language Learning. Champaign, Ill.: National Council of Teachers of English, 1968.

Margolies, Marjorie and Ruth Grubner. They Came to Stay. New York: Coward, McCann and Geoghegan, 1976. (J.W.)

Recounts the experience of Marjorie Margolies in adopting two Asian girls, a Korean and a Vietnamese. Underlines the complexity of adoption and the additional complications that are involved in adopting children from unfamiliar cultures.

Maslow, Abraham H. The Farther Reaches of Human Nature. New York: Viking, 1972. (J.W.)

A collection of papers concerned with the biological roots of values and the actualization of man's highest potential. Of particular interest to the intercultural communicator is a chapter on transcendence of culture by the individual.

Maslow, Abraham H. Motivation and Personality. New York: Harper and Row, 1970. (J.W.)

A statement of the new humanistic psychology, a general theory of human motivation based on a synthesis of holistic and dynamic principles. It is a psychology of health, grounded in a theory of self-actualization, and has applications to the theories of science, personality, cultural transcendence, psychotherapy, and personal growth, as well as to general psychology.

Mason, Philip. Race Relations. New York: Oxford University Press, 1970. (J.W.)

A view of race relations from a British perspective, arguing that race relations can be reasoned and can be ameliorated by specific policies. However, each racial situation must be considered uniquely to deal adequately with its contextual idiosyncrasies.

May, M. A. and A. A. Lumsdaine. Learning for Films. New Haven: Yale University Press, 1958.

Mayers, Marvin K. Christianity Confronts Culture: A Strategy for Cross-Cultural Evangelism. Grand Rapids, Michigan: Zondervan Pub. House, 1974. 384 pp. (LIRC #1903, B:15 pp., PB) also (J.W.)

Application of cross-cultural communication principles in Christian settings is made through acceptance of the person (dealing with interpersonal issues), theory of natural grouping (sociocultural settings), the validity and assimilation into distinct cultures (appreciation of and adjustment to other cultures) and effective ministry (application of Christian principles). Illustrated with cases in biculturalism and questions for discussion. General principles can be applied in non-evangelistic settings.

McGavran, Donald (ed.). Crucial Issues in Missions Tomorrow. Chicago: The Moody Bible Institute, 1972. (LIRC #1916, HB)

12 authors with experience of living abroad record their impressions of the future of the Christian church in today's world. Barriers to the spreading of Christianity include man's feeling of self-sufficiency, security in material possessions, and other religious philosophies. Key issues confronting the future of the world mission are discussed.

McGavran, Donald. The Clash between Christianity and Cultures. Washington, D. C.: Canon Press, 1974. 83 pp. (LIRC #1926, PB)

Conflicts between cultural customs and Christian practices. Points out methods for resolving the conflict of "contextual Christianity" by recognizing the uniqueness of individual cultures and how Christianity may be adapted to diverse cultural settings. Applicable to adaptation of individuals, businesses, etc., in various cultures.

McLuhan, Marshall. Understanding Media: The Extensions of Man. New York: McGraw-Hill, 1964.

McNeill, W. H. The Rise of the West: A History of the Human Community. New York: Mentor, 1975. (J.W.)

Covers 5,000 years of humanity, showing how and where civilization arose, how it developed and was transferred from place to place, how certain civilizations dominated in certain times and places, and why, since 1500 A.D., European civilization has imposed itself on the rest of the world.

Mead, George H. Mind, Self and Society. Chicago: University of Chicago Press, 1967.

Mead, Margaret. And Keep Your Powder Dry. New York: Morrow, 1942.

Mead, Margaret and Martha Wolfenstein (eds.). Childhood in Contemporary Cultures. Chicago: University of Chicago Press, 1970. (J.W.)

An anthology of comparative studies of various aspects of child rearing. It deals with theoretical issues involved in cultural approaches to the study of childhood, presents observational studies, including Mead's classic studies on Balinese children, looks into children's imaginative productions, paintings, stories, and imaginative play, presents interviews of parents and children and some clinical studies. The cultures involved include France, Bali, the Soviet Union, the U.S.A., Germany, China, and traditional Jewish culture.

Mead, Margaret. Growing Up in New Guinea. New York: Dell, 1968. (J.W.)

A detailed description of childhood experiences among the Manus of the Admiralty Islands. Demonstrates the importance of cultural models in the development of the individual.

Mead, Margaret (ed.). Cultural Patterns and Technical Change. Paris: UNESCO, 1953.

Meerloo, J. A. M. Conversation and Communications: A Psychological Inquiry into Language and Human Relations. New York: International Universities Press, 1952.

Mehrabian, Albert. Silent Messages. Wadsworth Publishing Co., 1971. 152 pp. (LIRC #391, PB)

A study of nonverbal communication and its influence in intercultural communication.

Mencken, H. L. The American Language. New York: Alfred A. Knopf, 1945.

Mestenhauser, Josef. Learning With Foreign Students. Minneapolis: International Student Advisor's Office, University of Minnesota (717 E. River Road, Minneapolis, Mn. 55455).

Handbook of procedures for American students in colleges and universities with foreign students. Identifies learning areas in which foreign students may contribute, interviewing, enrichment programs, seminars, courses, independent study. Includes extensive bibliography.

Metayer, Maurice (ed.). Tales from the Igloo. Edmonton, Alberta: Hurtig, 1972. (J.W.)

Twenty-two tales of the Copper Eskimos, presented along with paintings for each legend by talented Eskimo artists. These myths were part of an oral tradition which enabled each listener to find satisfying answers to the mysteries of his world.

Meyer, L. B. Emotion and Meaning in Music. Chicago: University of Chicago Press, 1956.

Miller, J. Dale and Russell H. Bishop. Anglo-Navajo Culture Capsules. Salt Lake City, Utah: Culture Contrasts Co., 1974. 114 pp. (LIRC #1200, PB)

A brief side-by-side description of various aspects of Anglo and Navajo culture in the U. S. Increases understanding of U. S. culture and an unfamiliar culture. Each decription is followed by exercises and questions to aid in focusing on feelings and perceptions. Would be a useful cuture teaching tool in secondary grades or in conjunction with language instruction.

Miller, J. Dale and Russell H. Bishop. USA-France Culture Capsules. Salt Lake City, Utah: Culture Contrasts Co., 1974. 103 pp. (LIRC #1201, PB)

A brief side-by-side description of various aspects of American and French culture. Increases understanding of U. S. culture and an unfamiliar culture. Each description is followed by exercises and questions to aid learners in focusing on their feelings and perceptions. Would be useful culture teaching toos in secondary grades, or in conjunction with language instruction.

Miller, J. Dale and Russell H. Bishop. USA-Mexico Culture Capsules. Salt Lake City, Utah: Culture Contrasts Co., 1974. 100 pp. (LIRC #1202, PB)

A brief side-by-side description of Mexican and American culture. Increases understanding of U. S. culture and an unfamiliar culture. Each description is followed by exercises or questions to aid learners in focusing on their feelings and perceptions. Would be a useful culture teaching tool in secondary grades, or in conjunction with language instruction.

Miller, G. A. Language and Communication. New York: McGraw-Hill, 1951. (paperback: 1963)

Miller, G. A. Eugene Galanter and Karl H. Pribram. Plans and the Structure of Behavior. New York: Holt, Rinehart and Winston, Inc., 1960.

Minami, Hiroshi. Psychology of the Japanese People. Honolulu: East-West Center, 1970.

Minturn, Leigh and William W. Lambert. Mothers of Six Cultures: Antecedents of Child Rearing. New York: John Wiley and Sons, 1964. (J.W.)

This study, ten years in the making, is the result of factor analysis of the responses of mothers in six cultures (U.S.A., Mexico, Philippines, Okinawa, India, Kenya) to questions concerning child-training or socialization practices.

Mira y Lopez, Emilio. Myokinetic Psychodiagnosis. New York: Logos Press, 1958.

Mises, Richard von. Positivism: A Study in Human Understanding. Cambridge, Mass.: Harvard University Press, 1951.

Moholy-Nagy, L. Vision in Motion. Chicago: Paul Theobald, 1947.

Montagu, Ashley. Touching: The Human Significance of Skin. New York: Columbia University Press, 1971.

Montagu, Ashley (ed.). Culture and Human Development: Insights Into Growing Human. New Jersey: Spectrum, 1974. (J.W.)

A theoretical examination of the relationship between cultural and genetic influences in human development.

Moore, Frank W. (ed.). Readings in Cross-Cultural Methodology. New Haven: HRAF Press, 1961.

Morison, Samuel Elliot. The Oxford History of the American People. New York: Oxford University Press, 1965. (C.P.)

One of America's renowned historians offers as perfect a one-volume account of American history as one could want. It contains more social history than political history as it treats all aspects of the American character—sports, pastimes, music, arts, sex, etc. Particular attention is paid to the American minorities. The book offers a personal approach and, although it contains a lot of names and dates, the cultural and social themes are persuasive, emphasized, and extremely valuable.

Morrell, Edwin. Politics Abroad: Introductory Studies of Foreign Policies and Politics. Brigham Young University Press. (LIRC #1189, PB)

Discusses the government, economic, community, and political heritage of Mexico, Brazil, United Kingdom, France, United Arab Republic, Soviet Union, People's Republic of China, and Japan. Oriented to political science more than intercultural communication.

Morris, C. W. Signs, Language and Behavior. New York: Prentice-Hall, 1946. (New York: Braziller, 1955)

Morris, C. W. Varieties of Human Value. Chicago: University of Chicago Press, 1956.

Morris, Desmond. The Naked Ape: A Zoologist's Study of the Human Animal. New York: McGraw-Hill, 1967.

Morris, Desmond. The Human Zoo. New York: McGraw-Hill, 1969.

Morris, Desmond. Intimate Behaviour. London: Cape, 1971.

Mosel, James N. Embarrassing Moments in Spanish. New York: Frederick Ungar Pub. Co., 1945. (LIRC #1290, HB)

Words common to both English and Spanish become confusing because of the different meanings of each. A chapter is devoted to help the beginning Spanish student understand the discriminatory nature of Spanish. Caution is given for those who insist on literal translations from English to Spanish.

Moyers, Bill. Listening to America: A Traveler Rediscovers His Country. New York: Harper's Magazine Press, 1971. 342 pp. (HB)

Documented results of Moyer's 13,000 mile trip through the United States. Conversations with various persons throughout the nation show the extremes of feelings experienced by the people. Moyers stresses the responsibility of all to listen to each other and to ourselves if we are to be successful. A valuable insight into the people of the U. S. in the 1970's.

Murphy, Elaine and Lora Beth Larson. Staying Healthy. Unpublished lesson manual, 1974. 599 pp. (LIRC #1948, PB)

47 lesson plans designed to teach basic health concepts to children in the Tongan schools of the Church of Jesus Christ of Latter-day Saints. Includes lesson objectives, teacher preparation guidelines, teaching aids. Includes a 163 page student workbook and teacher's supplement. The 40-minute lessons on growth, safety, foods, hygiene and environment could be adapted to other cultures.

Murphy, Sharon. Other Voices: Black, Chicano, and American Indian Press. Dayton, Ohio: Pflaum/Standard, 1974. (J.W.)

A complete directory of Black, Chicano, and American Indian newspapers, with addresses.

Myers, Gail E. and Michele T. Myers. The Dynamics of Human Communication. New York: McGraw-Hill, 1973.

Naess, Arne. Interpretation and Preciseness: A Contribution to the Theory of Communication. Oslo: Dybward, 1953.

Nash, Manning. Machine Age Maya: The Industrialization of A Guatemalan Community. Glencoe, Ill.: Free Press, 1958.

Neal, Ernest E. Hope for the Wretched. Washington, D. C.: Agency for International Development, U. S. Department of State, 1972. 130 pp. (LIPC #38, PB)

A narrative report of the author's experiences in technical assistance drawn from 32 years of work in rural areas of the southern U. S. and overseas AID missions in developing nations. Presents innovative plans for economic development and their implementation, and major conclusions and perceptions observed during his career.

Nida, Eugene A. Customs and Cultures: Anthropology for Christian Missions. South Pasadena, California: William Carey Library, 1954 (1975 ed.). 306 pp. (LIPC #1919, B:4 pp., PB)

An introductory view of cultural orientation and anthropology considering customs associated with race, social organization, rituals, language, economic concerns. Includes a step-by-step suggestion list for acquiring a background in anthropology in order to avoid cultural orientation mistakes.

Nida, Eugene. Exploring Semantic Structures. Munich: Wilhelm Fink Verlag, 1975. (LIRC #1214, PB)

Explores the nature of meaning and grammar in the translation of texts. The structure and relation of language meaning to communication have barely been investigated. Words are not fully understood when separated from the culture for which they are symbols. Two extensive chapters deal with the grammatical meaning of primary and secondary semantic configurations.

Nida, Eugene A. God's Word in Man's Language. South Pasadena, Ca.: William Carey Library, 1973. 191 pp. (LIRC #1151, PB)

Review of technical and human interest aspects of translating the Bible into English. Based on features collected by the author in traveling to 70 countries where translation work was in progress. Discussions of linguistic equivalents for common gospel themes are included.

Nida, Eugene A. Message and Mission: The Communication of the Christian Faith. South Pasadena, California: William Carey Library, 1960. 253 pp. (LIRC #1150, PB)

Analysis of the principles of communication, including consideration of communication variables such as symbols and meanings, the effect of social structure in communication, dynamics of communication processes, cultural contexts of communication, and translation techniques.

Nida, Eugene A. and Charles R. Taber. The Theory and Practice of Translation. Leiden, Netherlands: E. J. Brill (for United Bible Societies), 1974. 218 pp. (LIRC #1033, B:8 pp., HB)

Guidebook to scientific problems of translating including linguistic structures, semantic analysis and information theory. Procedures discussed include analysis, transfer, restructuring, and testing. Examples from the field of Bible translation offer a wider range of cultures/language and literary types than any other work in the world.

Nida, Eugene A. Learning A Foreign Language. New York: Friendship Press, 1950.

Nida, Eugene A. Customs and Cultures. New York: Harper, Row, 1954.

Nida, Eugene A. Toward a Science of Translating. Leiden: Brill, 1964.

Nielson, Gerhard. Studies in Self-Confrontation. Copenhagen: Monksgaard, 1962.

Nierenberg, Gerard I. How to Give and Receive Advice. New York: Pocketbooks, 1975. 192 pp. (LIRC #2182, PB)

Proposes some thoroughly American foundations that could be used for cross-cultural counseling study and application.

Nishimura, Eshin. Unsui: A Diary of Zen Monastic Life. Hawaii: East-West Center Book, University of Hawaii, 1973. (J.W.)

A rather irreverent, entertaining account of life in an Oriental monastery, by two highly respected Zen monks.

Noonmark Corporation. An Introduction to Issues in Cultural Interaction. Washington, D. C.: The Noonmark Corporation (1424 Sixteenth Street, N.W., Washington, D. C. 20036).

Three audio-visual units and a comprehensive Discussion Leaders' Guide and Program Handbook. Directed at heightening awareness of problems and conflicts that arise in cross-cultural interaction situations.

Northrop, F. S. C. The Meeting of East and West. New York: Macmillan, 1946.

Northrop, F. S. C. Ideological Differences and World Order. New Haven: Yale University Press, 1949.

Northrop, F. S. C. and Helen H. Livingston (eds.). Crosscultural Understanding; Epistemology in Anthropology. New York: Harper and Row, 1964.

Notre Dame University. Values in America. Donald N. Barnett (ed.) Notre Dame, Ind.: University of Notre Dame Press, 1961.

Nylen, Mitchell and Stout. Handbook for Staff Development and Human Relations Training: Materials Developed for use in Africa. National Training Laboratories, Washington, D. C., n.d.

Ogden, C. K. and I. A. Richards. The Meaning of Meaning: A Study of the Influence of Language upon Thought and of the Science of Symbolism: 10th edition. New York: Harcourt, Brace, 1952.

Okimoto, Daniel. American in Disguise. New York: John Weatherhill, 1971. (J.W.)

Explores the cultural gains and losses of Japanese-Americans in their assimilation into the U. S.

Oliver, Robert T. Communication and Culture in Ancient India and China. Syracuse: Syracuse University Press. 304 pp. (LIRC #1816a, PB)

Suggests going beyond surface communications into deep-rooted principles and feelings in order to effectively and realistically deal with other peoples whether on individual or national level.

Oliver, Robert T. Culture and Communication: The Problem of Penetrating National and Cultural Boundaries. Springfield, Illinois: Charles C. Thomas, 1962. 165 pp. (LIRC #1816, B:4 pp., HB)

A look at national character and other deeply imbedded cultural differences which serve as barriers to harmonious international relations. Suggests approaches for appropriate rhetoric in diplomacy and international relations.

Olson, Charles. Human Universe, And Other Essays. New York: Grove Press, 1951. (J.W.)

A clear and comprehensive statement of the actual condition of man in the present time. Deals philosophically with the question of good and bad cultural conditioning.

Ong, Walter J. In the Human Grain: Further Explorations of Contemporary Culture. New York: Macmillan, 1967.

Ong, Walter J. The Presence of the Word; Some Prolegomena for Cultural and Religious History. New Haven: Yale University Press, 1967.

Osgood, Charles E., George J. Suci, and Percy H. Tannenbaum. The Measurement of Meaning. Urbana, Illinois: University of Illinois Press, 1957. 346 pp. (LIRC #1425, B:7 pp., PB)

A seminal study in quantitative measurement techniques, presenting the development of an objective measure of meaning, the semantic differential. Presents theory and a variety of practical applications in various settings.

Osgood, Charles E. (ed.). Psycholinguistics; A Survey of Theory and Research Problems. Bloomington, Ind.: Indiana University Press, 1965.

Ostander, Sheila, and Lynn Schroeder. Psychic Discoveries Behind the Iron Curtain. New York: Bantam, 1970. 458 pp. (LIRC #2181, B:23 pp., PB)

New perspectives on para-normal communication possibilities are presented in scientific clothing. Especially interesting are notes on measurability of human "vibes" and practicality of "suggestolcgical" (not hypnotic) hyper-learning.

Ostwald, Peter. Soundmaking: The Acoustic Communication of Emotion. Springfield: Charles C. Thomas, Publisher, 1963.

Pace, R. Wayne, Robert R. Boren, and Brent D. Peterson. Communication Behavior and Experiments: A Scientific Approach. Belmont, California: Wadsworth Pub. Co., Inc., 1975. 280 pp. (LIRC #2076, B:8 pp., PB)

Textbook about communication in terms of if-then propositions that have some basis in scientific study. The first section considers relationships, messages, information diffusion, and achieving change, and discusses some predictive propositions that appear to be supported by scientific research. The second section outlines 20 basic experiments to validate some of the predictive propositions discussed.

Paddock, William and Elizabeth. We Don't Know How. Ames, Iowa: Iowa State University Press, 1973. 331 pp. (LIRC #2348, PB)

Carefully documented and drawing from widely varied examples, this book asks hard questions about the real success of U. S. foreign economic aid programs and gives answers to the effect that not one such program has achieved anywhere near the success claimed for it by U. S. representatives. Most are dismal failures. The authors give suggestions to bring about success in future programs.

Paget, Sir Richard A. S. Human Speech: Some Observations, Experiments, and Conclusions as to the Nature, Origin, Purpose and Possible Improvement of Human Speech. London: Routledge and Kegan Paul, 1963. (1st published in 1930.)

Park, Robert E. and Herbert A. Miller. Old World Traits Transplanted. Chicago: University of Chicago Press, 1925. (J.W.)

A comprehensive study of the problems of massive immigration into the U. S., written in 1925. Includes extensive quotations from the immigrant press of the time.

Parry, Joh. The Psychology of Human Communication. London: University of London Press, 1967.

Paz, Octavio. The Labyrinth of Solitude. New York: Grove Press, 1962. (J.W.)

Explores the reactions of various cultures to the universal human problem of solitude and the yearning for a lost place of origin.

Peace Corps. The Peace Corps Reader. Washington, D. C.: Quadrangle Books, 1967. 127 pp. (LIRC #1184, PB)

Anthology of short articles by members of the Peace Corps sharing their feelings and experiences with the Peace Corps. Useful to aid in understanding actual feelings of some members of the Corps.

Pedersen, Paul (ed.). Readings in Intercultural Communication: Cross-Cultural Counseling, Volume IV. Pittsburgh: The Intercultural Communications Network, The Society for Intercultural Education, Training and Research, University of Pittsburgh, June 1974, October 1975. (LIRC #64a, PB)

Compilation of readings covering four general areas: 1) counseling guidance and therapy relationships, 2) intercultural and international adjustment, 3) culture groups in American society, 4) cross-cultural counselor training. Many readings deal with counseling the Chinese and other Asians, Mexican-Americans, American blacks and Indians.

Pei, Mario. The Story of English. Philadelphia: J. B. Lippincott, 1952.

Pei, Mario (ed.). Language Today. New York: Funk and Wagnalls, 1967.

Pentecost, Edward C. Reaching the Unreached: An Introductory Study on Developing an Overall Strategy for World Evangelization. South Pasadena, Ca.: William Carey Library, 1974. (LIRC #859, PB)

The purpose of this intercultural study is to identify the unreached (those who have not been evangelized). Outlined are the homogeneous units of the world with such basic types as ethnic, linguistic, religious, socio-economic, urban, rural. Analyzes the process of communicating the evangelical message. A scale of proposed indicators with which to evaluate the responsiveness of people to the gospel message is also included.

Pfeiffer, J. Williams and John E. Jones. A Handbook of Structured Exercises for Human Relations Training, Volumes I, II, III, and IV. Iowa City, Iowa: University Associates Press. (C.P.)

Each volume presents a series of games, exercises, and experiences designed to help people communicate more effectively, relate more sensitively, and better understand their relationships with one another. Although not specific in their design to simulate cross-cultural experiences, the games are frequently used within the context of cross-cultural training situations. The major asset of this collection of books is that it does indeed provide a broad and well founded series of games and experiences.

Philipov, Elizabeth Risova. Suggestology: The Use of Suggestion in Learning and Hypermnesia. Unpublished dissertation, United States International University, 1975. 109 pp. (LIRC #2049, B:2 pp., PB)

Focuses on suggestology (via the use of waking suggestion) for hypermnesia (heightened memory) for second language learning in adults. Testing, development and integration of suggestology into a Western body of knowledge (second language learning) is discussed.

Pike, Frederick B. The Conflict Between Church and State in Latin America. New York: Alfred A. Knopf, 1964. (LIRC #1171, PB)

Comprehensive overview tracing the history of the conflict between the Church and State in Latin America. Selected readings cover the colonial period, the first century of independence, and contemporary affairs.

Pittenger, Robert E., C. F. Hockett and J. J. Danehy. The First Five Minutes: A Sample of Microscopic Interview Analysis. Ithaca, New York: Paul Martineau, 1960.

Pool, Ithiel de Sola (ed.). Trends in Content Analysis. Urbana: University of Illinois Press, 1959.

Population Reference Bureau. World Population Growth and Response: 1965-1975 A Decade of Global Action. Washington D. C.: Population Reference Bureau, April 1976. 271 pp. (PB)

An overview of major population developments in 1965-75, worldwide, regional, and in individual countries. Covers population changes, policy actions, and program developments.

Prosser, Michael H. (ed.). Intercommunication Among Nations and Peoples. New York: Harper and Row, 1973. 608 pp. (LIRC #613, PB)

Over 40 articles by different authorities dealing mainly with political and mass communication questions.

Pratt, C. C. "Aesthetics." Annual Review of Psychology. 1961, 12, pp. 71-92.

Pribram, Karl H. Conflicting Patterns of Thought. Washington: Public Affairs Press, 1949.

Proceedings of the Royal Anthropological Institute Of Great Britain and Ireland for 1965. London: Richard Makley Litd., 1966.

Prosser, Michael H. (ed.). Intercommunication among Nations and Peoples. New York: Harper and Row, 1973.

Prosser, Michael. Inter-Communication Among Nations and People. New York: Harper and Row, 1973. (C.P.)

With the observation that intercultural and international communication draw upon an interdisciplinary field, Prosser's anthology collects a series of essays and scholarly addresses. Some are practical in their bent, and others are directed to the academician. Each work is valuable in its own right, the reader can select from those which are pertinent and applicable to his or her particular area of interest and draw upon the others as good sound background within the field.

Pye, Lucien, W. Politics, Personality and Nation Building: Burma's Search for Identity. New Haven: Yale University Press, 1962.

Pye, Lucien W. Communications and Political Development. Princeton, N. J.: Princeton University Press, 1963.

Pye, Lucien W. Political Culture and Political Development. Princeton, N. J.: Princeton University Press, 1965.

Queen, Stuart Alfred and John B. Adams. The Family in Various Cultures. Philadelphia: J. B. Lippincott, 1952, 1961, 1967.

Radin, Paul. Primitive Man as Philosopher. New York: Appleton, 1927.

Rao, Y. V. Lakshmana. Communication and Development: A Study of Two Indian Villages. Minneapolis: University of Minnesota Press, 1966.

Ramirez III, Manuel and Alfredo Castaneda. Cultural Democracy, Bicognitive Development, and Education. New York: Academic Press, 1974. (J.W.)

Argues for an expansion of educational techniques to fit the thinking patterns of children of differing cultural backgrounds. Each chapter is followed by a list of references: books, monographs, articles, journals, films, filmstrips, videotapes, and elementary curriculum materials.

Rappaport, Anatol. Fights, Games and Debates. Ann Arbor: University of Michigan Press, 1960.

Rappaport, Roy A. Pigs for the Ancestors: Ritual in the Ecology of a New Guinea People. New Haven: Yale University Press, 1968. (J.W.)

This study pioneers the application of energetics (the energy expended in gardening, for example) and cybernetics (how the Tsembaga's pig, ritual, and warfare cycles accomplish ecological stability through their interaction) in anthropological fieldwork, it also helps us think about our own culture in a new way.

Raths, Louis E., Merrill Harmin, and Sidney B. Simon. Values and Teaching: Working With Values in the Classroom. Columbus, Ohio: Charles E. Merrill, 1968. (J.W.)

Presents methods for working with bicultural children in the classroom, emphasizing a sensitive approach to values.

Readings. Chicago, Illinois: Telemedia, Inc., 1975. (C.P.)

Unpublished series of articles on cross-cultural communication. This packet is comprised of specifically selected articles which are identified as preprogram reading for participants in cross-cultural training programs. Topics include culture and cross-cultural relations, social and economic history of America, foreign policy of America, and a last chapter on consequences.

Reichenbach, H. The Rise of Scientific Philosophy. Berkeley: University of California Press, 1951.

Reiter, Rayna R. Toward an Anthropology of Women. New York: Monthly Review Press, 1975. (J.W.)

A scholarly anthology examining the female side of several cultures, in an attempt to counteract the male-oriented outlook of most anthropology.

Renwick, George (ed.). Intercultural Small Group Experiences in the United States: A Survey Report. Pittsburgh: Society for Intercultural Education, Training and Research, 1973.

Report on Scientific and Technical Translation. Paris: UNESCO, 1957.

Resnick, Seymour, and Doriane Kurz. Embarrassing Moments in French and How to Avoid Them. New York: Frederick Ungar Publishing Co., 1953. (LIRC #1297, HB)

Cautions are given on how to avoid the pitfalls of words that look alike but have different meanings. Includes useful vocabulary and expressions which are not included in most school texts. Also included are popular slang and colloquial expressions and travel tips.

Rhinesmith, Steven H. Cultural-Organizational Analysis; Inter-Relationships of Value Orientations and Managerial Behaviors. Cambridge, Massachusetts: McBeer and Company, 1971. (C.P.)

An extremely useful monograph that successfully develops a model for analyzing managerial behaviors and value orientations. The initial sections are addressed to setting up the framework, stating definitions, interrelationships, and assumptions about behavior, cultures, and values and attitudes. The remaining part, the majority of the work, describes some sixteen different managerial activities and corresponding behavioral manifestations with five different categories of value orientations.

Rich, Andrea. Interracial Communication. New York: Harper and Row, 1974.

Rich, John Martin. Education and Human Values. Reading, Mass.: Addison-Wesley, 1968.

Richardson, Elwyn S. In the Early World. New York: Pantheon, 1964. (J.W.)

A teacher at a New Zealand European-Maori school describes his experiences.

Riesman, David, Nathan Glazer, and Reuel Denny. The Lonely Crowd: A Study of the Changing American Character. New Haven: Yale University Press, 1961. (J.W.)

A study of personality types in modern America, with projections of possibilities for the future.

Ricks, David, Marilyn Y. C. Fu, and Jeffrey S. Arpan. International Business Blunders. Columbus, Ohio: Grid, Inc., 1974. 85 pp. (PB)

Collects and categorizes documented cases of blunders in international business. The cases provide special insight into the nature and causes of failures in international operations. Gives those involved in international operations practical data to assist future decision making.

Rostow, W. W. The Stages of Economic Growth. Cambridge, Mass.: Cambridge University Press, 1961.

Ruben, Brent, and Richard Budd. Human Communication Handbook. N. J.: Hayden Book Co., 1975.

Ruesch, Jurgen and Gregory Bateson. Communication: The Social Matrix of Psychiatry. New York: Norton, 1951.

Ruesch, Jurgen and Weldon Kees. Nonverbal Communication: Notes on Visual Perception of Human Relations. Berkeley: University of California Press, 1956, 1970.

Ruesch, Jurgen. Disturbed Communication. New York: W. W. Norton, 1957.

Rundle, Stanley. Language as a Social and Political Factor in Europe. London: Faber and Faber, 1946.

Runkle, Scott F. An Introduction to Japanese History. Japan: International Society for Educational Information Press, 1974. 52 pp. (LIRC #1121, B:1 p., PB)

Well-illustrated, convenient historical survey exemplifies how such a book should be done for free distribution in a target culture.

Ryan, William. Blaming the Victim. New York: Vintage, 1971. (J.W.)

An exposé of enlightened American middle-class ideology. It shows how we blame the victims of poverty and racism rather than the real villain, the inequality of American society.

Samovar, Larry A. and Richard E. Porter. Intercultural Communication: A Reader. Belmont, California: Wadsworth Pub. Co., 1972. 343 pp. (LIRC #390, PB) also (F.Y. and C.P.)

About 30 articles by various authorities provide an excellent general view into intercultural communications and some detail on specific topics.

Sapir, Edward. Culture, Language and Personality. Berkeley: University of California Press, 1966. 207 pp. (LIRC #1183, PB) also (J.W.)

Nine essays (authored by Sapir) on the origin, structural and genetic functions of language. Other topics include international language, the relationships of linguistics to other disciplines, national culture and language as a social-cultural product, and personality and psychiatry in studies of cultural behavior.

Sapir, Edward. Culture, Language and Personality. Berkeley: University of California Press, 1958, 1964.

Sapir, Edward and Morris Swadesh. The Expression of the Ending-point Relation in English, French, and German. Baltimore: Waverly Press, 1932. (New York: Kraus Reprint, 1966.)

Saporta, Sol (ed.). Psycholinguistics: A Book of Readings. New York: Holt, Rinehart and Winston, Inc., 1961.

Saul, Ezra V. (ed.). A Review of the Literature Pertinent to the Design and Use of Effective Graphic Training Aids: Technical Report SDC 494-08-1. Port Washington, New York: U. S. Naval Training Devices Center, 1954.

Schattner, Elisabeth. Making it Abroad. Unpublished manuscript of U. S. Air Force (TAC) Special Operations School, 1971. 473 pp. (LIRC #267, B:20 pp., PB) (xerox, 232 reduced pp.)

Training manual presenting background readings on culture, communication, learning and language, social structure, and roles. Extensive application exercises consist of working checklists, people maps, and mini-cases.

Schecter, Jerrold. An American Family in Moscow. Waltham, Massachusetts: Little Brown, 1975. (J.W.)

An American correspondent and his family describe their experiences living in Russia for a year.

Schefalen, Albert E. How Behavior Means. Garden City, N. J.: Anchor Press, 1974. 222 pp. (LIRC #1166, B:10 pp., PB)

Explores social, environmental and cultural contexts of communication. Discusses the form, content, and variations of communication (special emphasis on metacommunicational behavior and meanings). Focuses on the influence of communication variables--kinesics, posture, setting and related factors on verbal and nonverbal communication.

Schelling, Thomas C. The Strategy of Conflict. Cambridge, Mass.: Harvard University Press, 1960.

Schilder, P. F. Image and Appearance of the Human Body: Studies in the Constructive Energies of the Psyche. New York: International Universities Press, 1950.

Schramm, Wilbur (ed.). The Science of Human Communication: New Directions and New Findings in Communication Research. New York: Basic Books, 1963.

Schramm, Wilbur (Institute for Communication Research, Stanford University). ITV In American Samoa: After Nine Years. Washington, D. C.: Information Center on Instructional Technology Academy for Educational Development (Office of Education and Human Resources, Bureau for Technical Assistance, Agency for International Development), 1973. 55 pp. (LIRC #1060, PB)

Evaluates the effect of instructional television in American Samoa. Results of basic studies are documented. The longer pupils have been exposed to television, the better their English performance. Other conclusions less definite.

Sebeok, Thomas A. (ed.). Style in Language. Cambridge, Mass.: Technology Press, MIT; New York: Wiley, 1960.

Sebeok, Thomas A., Alfred S. Hayes and Mary C. Bateson (eds.). Approaches to Semiotics: Transactions of the Indiana University Conference on Paralinguistics and Kinesics. The Hague: Mouton, 1964.

Seelye, H. Ned. Teaching Culture: Strategies for Foreign Language Educators. Skokie, Illinois: National Textbook Co., 1974. 188 pp. (LIRC #2240, B:23 pp., PB)

Outlines information, skills and attitudes necessary to increase empathy and ability of students of culture. How-to-do-it approach is designed primarily for foreign language teachers who wonder how and when culture ought to be taught. Focuses on student attitude and the resulting behavior. Outlines instructional objectives, curriculum design, tests, and applied activities.

Seelye, H. Ned (ed.). Teaching Cultural Concepts in Spanish Classes. Springfield, Ill.: Office of the Superintendent of Public Instruction, 1972. 152 pp. (LIRC #912, B:22 pp., PB)

Compilation of articles discussing the needs, problems, and procedures involved in teaching culture in Spanish classes. The authors discuss what is happening and what might happen in the field of culture training in beginning language classes.

Segall, Marshall H., Donald Campbell, and Melville J. Herskovits. The Influence of Culture on Visual Perception. Indianapolis: Bobs-Merrill Company, 1966.

Shannon, Claude E. and Warren Weaver. The Mathematical Theory of Communication. Urbana: University of Illinois Press, 1949.

Silvert, Kalman H. Reaction and Revolution in Latin America; The Conflict Society. New Orleans: Hauser Press, 1961.

Silvert, Kalman H. (ed.). Expectant Peoples: Nationalism and Development. New York: Random House, 1963.

Sinauer, Ernst M. The Role of Communication in International Training and Education; Overcoming Barriers to Understanding with the Developing Countries. New York: F. A. Praeger, 1967.

Sitaram, K. S. and Roy T. Cogdell. Foundations of Intercultural Communications. Columbus, Ohio: Charles E. Merrill, 1976. (J.W.)

After a brief investigation of Hindu, Buddhist, Greek, Islamic, and "modern" theories of perception, the authors conclude that although modern theories of perception ignore cultural values, the ancient theories do not; in fact they reflect cultural values, emphasizing the mind-object contrast in the process of perception, and thus indicating the importance of mind as opposed to the senses. Only after achieving a thorough understanding of oneself and one's own culture can one go about the complicated business of understanding others and other cultures and of adapting one's communicative style to one's audience so as to be able to be understood and to maintain credibility.

Skinner, B. F. Beyond Freedom and Dignity. New York: Knopf, 1972. (J.W.)

A scientific investigation of human behavior and the evolution of cultures, with proposals for furthering progress in these areas.

Slater, Philip. The Pursuit of Loneliness - American Culture at the Breaking Point. Boston, Mass.: Beacon Press, 1976. (C.P.)

A thought-provoking critique of what America has become. The author offers a harsh review of what we are as a nation and what we do to one another as individuals. It is directed not to outsiders who wish to study the perfidy fo Americans, but for Americans themselves to enable us to catch a glimpse of ourselves and our interrelationships. A reader will not agree wtih every comment and observation Slater offers, but a reader interested in learning how others see us can not ignore it either.

Smalley, William A. (ed.). Readings in Christian Anthropology. South Pasadena, Ca.: William Carey Library, 1974. 368 pp. (LIRC #1149, PB)

49 articles dealing with applications of cultural anthropology to missionary work, the conflicts between Christian principles and cultural practices. Gives brief culture specific descriptions and strategies for culture change. Beneficial for general overview purposes and orientation.

Smith, Alfred G. (ed.). Communication and Culture: Readings in the Codes of Human Interaction. New York: Holt, Rinehart and Winston, Inc., 1966.

Smith, Bunnie Othanel and Robert H. Ennis (eds.). Language and Concepts in Education. Rand McNally, 1961.

Smith, Henry Lee, Jr. The Communication Situation. Washington, D. C.: U. S. Department of State, Foreign Service Institute, 1953.

Snow, C. P. The Two Cultures: A Second Look. New York: Mentor, 1963. (J.W.)

The "two cultures" referred to are that of literary intellectuals and that of scientists. The author argues that Western society has become seriously fragmented in that men in different disciplines are rarely able to engage in meaningful communication. Shows that intercultural communication is not limited to geographical and linguistic cultures, but includes professional-vocational cultures as well.

Society for the Pathological Study of Social Issues. Handbook of Evaluation Research. Beverly Hills, Ca.: Sage Publications, Inc. (P. O. Box 5024, Beverly Hills, Ca. 90210).

Basic comprehensive guidance for those who are doing intercultural communication research. Discusses program types and content, strategies and methods of evaluation, reviews of relevant literature, data aggregation across program parameters, determination of program effects, how to circumvent obstacles and errors. Available in most libraries.

Sommer, Robert. Personal Space. Englewood Cliffs: Prentice-Hall, 1969.

Spaulding, Seth and Michael Flack (eds.). The World's Students in the United States: A Review and Evaluation of Research on Foreign Students. New York: Praeger, 1976.

Spier, Leslie, A. I. Hallowell and Stanley S. Newman (eds.). Language, Culture and personality: Essays in Memory of Edward Sapir. Menasha, Wis.: Sapir Memorial Publication Fund, 1941.

Spradley, James P. and David W. McCurdy. The Cultural Experience: Ethnography in Complex Society. Chicago: Science Research Associates, 1972. 239 pp. (LIRC #2368, B:6 pp., PB)

A textbook on ethnography (describing a particular culture) written specifically for undergraduate college students. Consists of detailed methodology of ethnographic field work and a series of ethnographies by students.

Stephens, William N. The Family in Cross-Cultural Perspective. New York: Holt, Rinehart, and Winston, 1963. (J.W.)

Reports a cross-cultural survey based on a review of the literature on family customs in other societies. It treats a rather wide range of topics: the universality of the family, plural marriage, kinship, mate choice, marriage, divorce, sex restrictions, roles, power and deference within the family, child-rearing, and an interesting attempt to indicate some cross-cultural regularities.

Stevens, Barry. Don't Push the River (It Flows By Itself). Lafayette, California: Real People Press, 1970. (J.W.)

A first person account of the use of Gestalt Therapy, Zen, Krishnamurti, and American Indian ways to expand personal experience and work through difficulties during a three-month period with Fritz Perls at the Gestalt Institute in Canada in 1969.

Steward, Julian. Theory of Culture Change; The Methodology of Multilinear Evolution. Urbana: University of Illinois Press, 1955.

Steward, Julian H. Contemporary Change in Traditional Societies: Volume I - Introduction and African Tribes. Urbana: University of Illinois Press, 1967.

Stewart, Edward C. American Cultural Patterns - A Cross-Cultural Perspective. Pittsburgh, Pennsylvania: Regional Council for International Education, University of Pittsburgh, 1971. (C.P.)

Provides a well-founded, solid description of American cultural orientations. Further, without assuming that the reader is well versed in the definition in the interrelationships of germane concepts, Dr. Stewart spends the first third of the book reviewing the bases that are essential for the construction of these value orientations.

Stewart, John (ed.). Bridges Not Walls. Reading, Mass.: Addison-Wesley Pub. Co., 1973. 302 pp. (LIRC #2152, PB)

Collection of articles about interpersonal communication. Topics include empathetic listening, self-disclosure, verbal codes, self-perception, perceiving others, nonverbal codes, and important theoretical approaches to effective interpersonal communication.

Stonequist, Everett V. The Marginal Man: A Study in Personality and Culture Conflict. New York: Charles Scribner's Sons, 1937. (J.W.)

A historical study of the "marginal man"-- an individual or group placed by chance or business between two or more cultures, without a secure place in any one culture. The author claims that the marginal man has been one of the most significant influences in the building of civilization.

Systems Development Agency. Intercultural Communication Training Manual: Volume I. Defense Language Institute, 1973. (LIRC #1145a, PB)

A course development method that deals with all aspects of intercultural communication, beyond and including linguistics. Topics of discussion include communication processing, culture content and organization, collecting and analyzing military data. Includes annotated bibliography and glossary.

Systems Development Agency. Intercultural Communication Training Manual: Volume II. Defense Language Institute, August, 1973. (LIRC #1145b, PB)

The appendix (A-D) of Intercultural Communication Training Manual: Vol. I. Includes an extensive survey of military data collection procedures; collected data on intercultural interaction situations; an annotated bibliography; communication dynamics; culture-specific (Japan, Spain, Venezuela, Turkey); general ethnography, and a glossary.

Svendsen, Knud Erik and Merete Teisen (eds.). Self-Reliant Tanzania. Dar es Salaam: Tanzania Publishing House, 1969.

Szalay, Lorand B. and Jean A. Bryson. Subjective Culture and Communication: A Puerto-Rican-U. S. Comparison. Washington, D. C.: American Institutes for Research, December, 1975. 275 pp. (LIRC #2166, PB)

Elaborate statistical comparison of U. S. and Puerto Rican responses to similar stimuli.

Tachiki, Amy, Eddie Wong, and Franklin Odo (eds.). Roots: An Asian-American Experience. A Project of the UCLA Asian American Studies Center. Los Angeles: Continental Graphics, 1971. (J.W.)

An anthology focusing on the lives of Asian-Americans, written from a multitude of perspectives. Some of the articles are traditionally academic, giving a mixed sociological and historical picture of Asian-Americans; the others are expressive in nature, poems, essays, autobiographies, drawings, interviews, giving a contemporary picture of the Asian-American condition by the people themselves.

Tagiuri, R. and L. Petrullo. Person Perception and Interpersonal Behavior. Stanford: Stanford University Press, 1958.

Tanny, Jacqueline B. (trans.). Family Planning Approaches in Indonesia. Honolulu: East-West Center, 1969.

Tate, L. J. Expanded Code Book: Project 163 Five Nation Study. Communication 928 Hand-out, Cross-Cultural Communication. 91 pp. (LIRC #176, PB)

Statistics comparing attitudes on self-concepts, economy, etc., in Mexico, Costa Rica, Japan, Finland, and the United States.

Taylor, Robert B. Cultural Ways: A Concise Edition of Introduction to Cultural Anthropology. Boston, Mass.: Allyn and Bacon, 1976 (2nd ed.). 370 pp. (B:17 pp., appendix:33 pp., PB)

Introduction to anthropology to be used in conjunction with primary sources. Discusses briefly customs and cultures, cultural organization, social organization, religion, ideology, the arts, life cycle customs, and cultural stability and change. Instructor's manual included.

Taylor, Harold. The World as Teacher. Doubleday, 1969.

Temple University. Conference on Culture and Communication. Philadelphia: Temple University, March, 1975. 62 pp. (LIRC #2165, PB)

Proceedings of the conference and abstracts of papers presented.

Thompson, William Irwin. Passages About Earth: An Exploration of the New Planetary Culture. Scranton, Pennsylvania: Harper and Row, 1973. (J.W.)

Emerging planetary mythology explored by an escaped historian consulting with NASA, Illich, Peccei, Gopi Krishna, Soleri, Findhorn, etc.

Tillich, Paul. The Courage To Be. New Haven, Connecticut: Yale University Press, 1952. (C.P.)

A widely published and widely read theologian talks about the anxiety that men face and the conquest of it. A heady, thought-provoking work worthwhile for those who must at all times walk the razor's edge in trying to effectively implement content and, simultaneously, be sensitive in handling intercultural process.

Tinker, Miles A. Legibility of Print. Ames: Iowa State Press, 1963.

de Tocqueville, Alexis. Democracy in America. New York: Vintage Books, 1956. (C.P.)

Phillips Bradley revises Tocqueville's text and adds a historical essay and notes. Further, he supplements these with a very useful and complete bibliography. Bradley discusses subsequent institutions, problems and issues that de Tocqueville ventured judgments on and made predictions about. Although less readable than other addresses of American social and cultural background, it still presents an in-depth perspective of the American way of life and its origins.

Toffler, Alvin. Future Shock. New York: Bantan, 1970. 562 pp. (LIRC #1165, B:18 pp., PB) also (J.W.)

This projection of the future conditions in what are already ultra-modern societies (U. S. especially) tries to predict what will happen to people and institutions that are overwhelmed by change.

Tompkins, Silvan S. Affect, Imagery, Consciousness: II. The Negative Affects. New York: Springer Press, 1963.

Tompkins, Silvan S. and C. E. Izard (eds.). Affect, Cognition, and Personality: Empirical Studies. New York: Springer Press, 1965.

Torrey, E. Fuller. The Mind Game: Witchdoctors and Psychiatrists. New York: Bantam/Emerson Hall, 1972. (LIRC #1167, PB)

Suggests that psychotherapy is a product of Western culture couched in psychiatry, psychology, and social work. Other cultures may produce their psychotherapists in the form of witchdoctors or shamans, for example. Delineates criteria for an effective psychotherapist and techniques of therapy. A final comment focuses on the present state of mental health services, the perceived problems and resistance to change and solution.

Townsend, W. Cameron. *They Found a Common Language: Community Through Bilingual Education.* New York: Harper and Row, 1972. 124 pp. (LIRC #1178, HB)

Presents the system of bilingual education used in the four Republics of Caucasus in the U.S.S.R. which has worked with remarkable success, based on a phonemic alphabet. The author proposes that such a system be adopted in the U. S. to more fully integrate racial/cultural minorities.

Transcultural Study Guide. Volunteers in Asia, Stanford, California: Stanford University, 1975.

Transracial Communication, Arthur L. Smith (Molefi Asante), New Jersey: Prentice-Hall, 1973.

Trezise, Philip H. *Our Two Countries.* New York: Japan Information Service, 1972. 24 pp. (LIRC #1803a, PB)

Points up the value of positive, readable, attractive booklets by an authority who, to those of his own culture, sympathetically explains another culture group.

Triandis, H. C. and Associates (eds.). *The Analysis of Subjective Culture.* New York: John Wiley, 1972.

Turnbull, Colin M. *The Lonely African.* New York: Simon and Schuster, 1962.

UCLA Sociolinguistic Conference, Los Angeles and Lake Arrowhead, California; 1964. *Sociolinguistics; Proceedings.* The Hague: Mouton, 1966.

United States Department of State. *Diplomatic Social Usage: A Guide for United States Representatives and Their Families Abroad.* Washington, D. C.: Department of State (Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402), 1971. 19 pp. (LIRC #178, PB)

Introduces the basic rules of protocol and some of the social usage practices that members of the Foreign Service need to know.

United States-Japan Trade Council. *Japan and America: How We See Each Other.* Washington, D. C. 25 pp. (LIRC #1803e, PB)

Excerpts from seminars on communicative understanding, fostered by a mutual goal between cultures. Scholars and thinking businessmen have much to contribute in cross-cultural conferences to improve intergroup relations.

United States-Japan Trade Council. *Communication: The Key to U. S.-Japan Understanding.* Washington, D. C., 1973. 20 pp. (LIRC #1803d, PB)

Businessmen and scholars participating in a symposium demonstrate value of such gatherings to promote intercultural understanding. Mediated, edited frankness of comments reduces possibility of offense. "Our differences, after all, may be more in style than substance." Shows the value of understanding subjective culture.

University of Arizona, College of Education. *The Cultural Literacy Laboratory.* Tucson, Arizona, Multicultural Education Center, College of Education, 1974. 17 pp. (LIRC #867, PB)

Explains the aims and methods of the Multicultural Education Center, specifically of the Cultural Literacy Laboratory. Insight into one's own culture is essential in enlarging a person's recognition of his own values, frustration and tolerance levels, and his ability to work with people who are culturally different.

University of Michigan Research. *Language and Behavior: Abstracts.* 1967.

van der Berghe, Pierre (ed.). *Inter-Group Relations, Sociological Perspectives.* New York: Basic Books, Inc. (C.P.)

This anthology represents the voice of American sociology on this vital area of race and human interaction. Some articles are gleaned from those sociological annals of past decades which have stood the test of time and have been identified as of lasting significance. Others are from the past decade and address contemporary issues. Race, ethnology, cultural pluralism, and demography are addressed throughout the world.

Van Nieuwenhuijze, C. A. O. *Cross-Cultural Studies.* The Hague: Mouton, 1963.

Verma, Gajendra K. and Christopher Bagley. *Race and Education Across Cultures.* London: Heinemann Educational Books Ltd., 1975. 375 pp. (LIRC #2366, B:10 pp., HB)

15 papers consider the fallacies of "scientific racism" (the use of standardized tests to measure intelligence levels among racial groups), the treatment of school children of various races in the U. S., Britain and Australia. Evaluates the effect of racism on personality development and proposes developing curriculum and institutional reforms in the field of multiracial education.

Vetter, Harold. *Language, Behavior and Communication: An Introduction.* Ithaca, Ill.: Peacock Publications, 1967.

Villas Boas, Orlando and Claudio. Xingu: The Indians and Their Myths. New York: Farrar, Straus and Giroux, 1973. (J.W.)

A vivid and intimate account of the environment, character, history, and myths of fifteen Indian tribes of Central Brazil, including descriptions of tribes that were vanquished and disappeared before the first white man arrived in the region, written by two brothers who have devoted themselves to preventing the extinction of these Indians.

Wallace, Anthony F. C. Culture and Personality. New York: Random House, 1963. (J.W.)

Traces past and present theories of culture and personality, of the evolution of culture and of the psychology of culture change. It shows the relation between culture and personality and bases both firmly in the biology of the human organism.

Waltzawick, Paul, Janet H. Beavin and Donald D. Jackson. Pragmatics of Human Communication. New York: W. W. Norton, 1967.

Watson, I. Michael. Proxemic Behavior: A Cross-Cultural Study. The Hague: Mouton, 1970.

Watts, Alan W. The Book: On the Taboo Against Knowing Who You Are. New York: Vintage, 1972. (J.W.)

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Proposition that the questioning sequence technique of Socrates - Maieutics - should lead one from minority culture referents to those of the majority culture and that nativization of curricular terms is crucial to cross-national teaching.

Burger, Henry G. "Ethno-Pedagogy": A Manual in Cultural Sensitivity With Techniques for Improving Cross-Cultural Teaching by Fitting Ethnic Patterns. Albuquerque, New Mexico: Southwestern Cooperative Educational Laboratory, Inc., 1971. Paper. 171 pp. (LIRC #134, B:13 pp.)

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Burger, Henry G. "Link-Beaming: Overcoming Social Lags in Teaching Transitional Disciplines by the Projection of Expansible Programs." Int. J. Ed. Sci. Vol. 2, pp. 201-208. (LIRC #1836)

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List of multi-lingual dictionaries in 71 subject areas, including 32 languages.

CBS, *Eye of the Storm CBS Television Special*. (C.P.)

A moving, telling story of a Midwest elementary school teacher who introduced her class to the effects of prejudice. Done in the late sixties, this film account remains a timeless record of how easily people are let to discriminating behaviors and prejudicial attitudes. The viewer is brought into the classroom through hidden cameras and watches over three specially conducted class days during which natural fun-loving children are transformed into vindictive and destructive interactors.

The Center for Social Development (CSD). University City Science Center, Philadelphia, Penn.

Short paper describing the staff of the center, their qualifications, consultants used by the center, publications available and projects the center is doing.

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An information and program resource center for intercultural education, training, and research. Programs include conferences and workshops on intercultural subjects, and publications.

International Communication Association Annual Convention will be held in Berlin late May to early June, 1977. For information concerning programs on intercultural communication, write to Division V Chairperson, Dr. Michael H. Prosser, 1 Dawson Row, University of Virginia, Charlottesville, Va. 22903.

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"A Report on Arabian and American Women"
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"The American and Argentine Families"
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"A Comparison of Economic Social Problems of the Transitional African Society and our American Society"
"A Comparison of the American and Indian Women's Role in Marriage"
"Child Rearing in the United States vs. India"
"A Comparison of Social Mobility in the United States and India"
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"Education in the Untied States and Denmark"
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The University Center for International Studies in connection with the Intercultural Communications Network, University of Pittsburgh. A Document Analysis and Bibliographic Service for the Intercultural communication field. An Intercultural Study Reference will be published yearly, with analyses of intercultural studies literature from 120 journals. For information write Mr. Thomas McKecknie, SSIUL, 360 Mervis Hall, University of Pittsburgh, Penn. 15260.

University of the State of New York, State Education Department, Foreign Areas Materials Center. Intercultural Communication in Theory and Practice: Basic Ideas and Suggestions for Workshops and Other Training Programs. New York, New York: State of New York, 1973. Paper. (LIRC #908)

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Wolf, Eric. "Aspects of Group Relations in a Complex Society: Mexico." American Anthropologist, 1956 (December), pp. 1065-1078.

Woodburn, Bert W. "Reader Interest in Newspaper Pictures." Journalism Quarterly, 1947, Vol. 24, pp. 197-201.

Wrolstad, Merald E. "Adult Preferences in Typography: Exploring the Function of Design." Journalism Quarterly, 1960, Vol. 37, pp. 211-223. ("A Correction." Journalism Quarterly, 1960, Vol. 37, p. 440.)

Young Americans Overseas. From Operations Training Center, Manpower Development Divison. Office of Personnel and Manpower, Agency for International Development. Washington, D. C. 10523. 18 pp. (LIRC #915f)

Helps and suggestions for teenagers going overseas.

Yousef, Fathi S. "Cross-Cultural Testing: An Aspect of the Resistance Reaction." Language Learning, 1968, Vol. 18, No. 3-4, pp. 227-234.

Yousef, Fathi S. "Cross-Cultural Communication: Aspects of Contrastive Behavior Patterns between North Americans and Middle-Easterners." Human Organization, in press.

Yu, Arthur Yuh-chao. A Study of Chinese Organizations in Hawaii With Special Reference to Assimilative Trends. East-West Culture Learning Institute Working Paper No. 3. Honolulu: East-West Center, 1971. 42 pp. (LIRC #798, B:2 pp.)

Traces the history of Chinese immigrants in Hawaii from first stages as "sojourners" and laborers to the present condition of interracial assimilation, cooperation and positions of influence and responsibility. Twenty types of Chinese organizations and their roles are reviewed.

Zengel, Marjorie S. "Literacy as a Factor in Language Change." American Anthropologist, 1962, Vol. 6, No. 4, pp. 132-139.

Communication Media Sources

BOOKS

Bear, John. Communication. London: MacDonald Educational Ltd, 1973, 48 pp.

All aspects of man's communication and media, past and present, are covered. Simple experiments in communication for individuals and groups.

Beattie, Eleanor. A Handbook of Canadian Film. Toronto, 1973.

Guide to all aspects of Canadian cinema--biographies of the directors, technical information, animation and children's films.

Boni, Albert, ed. Photographic Literature and Photographic Literature. 1960-1970. Hastings-on-Hudson, N.Y.: Morgan and Morgan, 1962 and 1972. 333 and 535 pp.

The definitive bibliography on all aspects of photography, with most items annotated within a topical arrangement with indexes. Includes motion pictures and some television.

Cowie, Peter. International Film Guide 1974. Tantivy Press, 1973.

An international view of the film industry. Feature articles on prominent filmmakers of the year, film festivals, world survey of country-specific film industries. Extensive review of films.

Fransecky, Roger B. and John L. Debes. Visual Literacy: A Way to Learn, A Way to Teach. Association for Education Communication and Technology, 1972.

Describes the teaching of visual literacy in grade schools, e.g. by teaching to make their own movies, etc.

Jacobs, Lewis. The Movies as Medium. New York: Farrar, Straus and Giroux, 1970.

Quotes from film directors. Discusses the image in film, its ambiguity, movement, time and space, color, and sound. When applied cross-culturally, this information can be most valuable.

Jarrat, Vernon. The Italian Cinema. New York: Arno Press and the New York Times, 1972.

Covers the progress of Italian cinema until 1950.

Jarvie, I. C. Movies in Society. New York: Basic Books, 1970, 394 pp.

Contains excellent annotated bibliography of important film books on pp. 229-336.

Kirschner, Allen and Linda. Film: Readings in the Mass Media. Odyssey, 1971, 315 pp.

A compilation of selected readings dealing with the visual medium, its form and technique, and its audience and effect. Includes such authors and articles as "Movies: The Reel World," by Marshall McLuhan; "What is Film Making?" by Ingmar Bergman, and "Is Film Criticism Only Propaganda?" by Parker Tyler. A selected bibliography is also included.

Kirschner, Allen and Linda. Radio and Television: Readings in Mass Media. Odyssey, 1971.

A compilation of selected readings discussing the form and technique and the audience and effect. Includes such authors and articles as "TV: A Prospectus," by Louis Kronenberger, "The Medium is the Message," by Marshall McLuhan, and "In the People's Image?" by Lloyd Morris. Selected bibliography included.

Leyda, Jay. Dianying-Electric Shadows: An Account of Films and the Film Audience in China.

History of Chinese cinema (1896-1967).

Lichty, Lawrence W., comp. World and International Broadcasting: A Bibliography. Washington, D. C.: Association for Professional Broadcasting Education, 1971, 800 pp.

Topically and geographically organized listing (unannotated) of citations through the 1960's; probably the biggest on broadcasting alone ever attempted.

Manvell, Roger, ed. The International Encyclopedia of Film. London: Crown, New York, 1972.

Shows evolution of color in cinema. Contains filmographies, definitions, and surveys of genres and national cinemas. Massive bibliography.

Quinn, James. The Film and Television as an Aspect of European Culture. A. W. Sijthoff-Leyden, 1968.

Shows interactions between government and film and TV industries in Great Britain. Also outlines the policies and practices of film and television industries in France, Italy, Sweden, Denmark, Belgium, Switzerland, Netherlands, and Austria. Considers those non-commercial film industries not governed by the government, also the use of films and television in education in Europe.

Rivers, William L. Aspen Handbook on the Media. Palo Alto, California: Aspen Institute Program on Communications and Society, 1975-1976 ed.

A compilation of existing organizations and research in the communications field. Includes universities conducting media research, major institutions supporting media research, media publications, media organizations, major libraries and sources, information on cable, guides to government policymaking relating to the media, international communications agencies, a selection of media bibliographies.

Snow, Richard. The Importance of Selected Audience and Film Characteristics as Determiners of the Effectiveness of Instructional Film. Lafayette, Ind.: Audio-Visual Center, Purdue. Final Report: January 1, 1963.

Studies characteristics of audience and characteristics of film and how they interact to produce learning and understanding.

Valdes, Juan. The Media Works. Dayton, Ohio: Pflaum/Standard, 1973.

A book on all aspects of the media, designed for classroom use.

Van Bol, Jean-Marie, and Abdelfattah Fakhfakh. The Use of Mass Media in the Developing Countries. Brussels: International Center for African Social and Economic Documentation, 1971, 750 pp.

An organized and annotated volume that covers 2,500 citations in many different languages dealing with media in development; the best bibliography on the subject to date.

Wilson, H. W. and Museum of Modern Art. The Film Index: A Bibliography, The Film as Art. Reprinted by Arno Press, 1966, 723 pp.

Carefully organized and annotated discussions of thousands of books and articles on the film up to 1940. A supplement, to cover the period 1940-1970, is to be published in 1975 under the editorship of Richard Dyer MacCann and Ted Perry.

Wicks, Keith. Television. London: Macdonald Educational Ltd., 1975, 64 pp.

Part of a series designed to provide an easy to understand introduction to technology. Includes brief history of TV, section on producing programs, color television, glossary of technical terms.

PERIODICALS

American Cinemaeditor. American Cinema Editors, Inc., 422 Western Ave., Los Angeles, California 90020.

Discusses new developments, equipment and techniques in professional film editing.

Business Screen. Robert Seymour, ed. Harcourt, Brace, Jovanovich, 757 3rd Ave., New York, N.Y. 10017.

Special case reports, general views, and articles on business and industrial film production and utilization activities.

Cinema Journal. Society for Cinema Studies, c/o Gerald Noxon, 21 Maple Ave., Bridgewater, Mass. 02324.

Deals with the art and history of motion pictures, international in scope. Also has reviews and critiques.

CTVD. Hampton Books, Route 1, Box 76, Newberry, South Carolina, 29108.

Quarterly review of the serious foreign language cinema and television press, plus original articles.

Film Culture. P. O. Box 1499, New York, N.Y. 10001

Quarterly magazine covering film history, aesthetics, criticism, biography, and other film subjects. Specializes in the coverage of the independent film.

Film Library Quarterly. Box 348, Radio City Station, New York, N.Y. 10019.

Quarterly journal featuring reviews and articles by key people in the motion picture and audio-visual fields.

Film Quarterly. University of California Press, 2223 Fulton Street, Berkeley, California 94720.

Quarterly journal on films in the U. S. and abroad, with analysis and criticism of specific productions.

Industrial Photography. 750 Third Avenue, New York, N.Y. 10017.

For photographers and communications departments, covering production of still photography, audio-visuals, motion pictures, trends in visual communication.

ITA News Digest. P. O. Box 1107, Tucson, Arizona 85734.

Bi-monthly of the International Tape Association. Latest news on developments in the audiovisual field. Expensive, yet excellent value for those who want to keep abreast in this rapidly developing field.

Job Technical Communications. Am. Library Association, Information Science Automation Division, 50 East Huron Street, Chicago, Illinois 60611.

Reports the latest information in the areas of library automation, information retrieval, and information technology. Related areas of multi-media and audio-visual are included.

Journalism Monographs. Association for Education in Journalism, Bruce H. Westley, ed., Department of Journalism, University of Kentucky, Lexington, Kentucky 20506.

Research monographs published serially (4-5 times a year) on communications and many aspects of the media.

Journal of Popular Culture. Ray B. Browne, Bowling Green University, Bowling Green, Ohio 43402.

Quarterly publication of Popular Culture Association, with coverage of advertising, amusements, art, biography, broadcasting and cinema, humor comics, fiction, and music.

Motion Picture Product Digest. 1270 Avenue of the Americas. New York. N.Y. 10020.

A newsletter and film review service for the motion picture and television industries.

Telefilm International Magazine. Al Preiss, ed., P. O. Box 2430, Hollywood, California 90028.

Quarterly magazine dealing with all aspects of the television and film industry.

Television/Radio Age. 666 5th Ave., New York, N.Y. 10019.

Trade periodical stressing advertising, with occasional special issues on news, the FCC and foreign television. Biweekly.

ARTICLES AND PAPERS

Brown, Lloyd. "The Image-Makers: Black Rhetoric, White Media." Speech Communication Association, New York. Paper presented at the Black Communication Conference, Pittsburgh, Pennsylvania, November, 1972.

Deals with mass media and negro culture, negro literature.

Chalfen, Richard M. Film as Visual Communication: A Sociovidistic Study in Filmmaking. Ph.D. dissertation, University of Pennsylvania, 1974, 243 pp.

Film production, film study, symbolism, visual literacy.

Forsdale, Joan and Louis. "Film Literacy." AV Communication Review, Vol. 18, No. 3, Fall, 1970.

Discusses the levels of film literacy starting from basic literacy. Total non-comprehension, confusion of picture with reality, no understanding of film conventions, incomprehension or indifference to the unfamiliar.

Greenberg, Bradley S. "Children and the Perceived Reality of Television". Paper presented at the annual meeting of the International Communication Association, New Orleans, Louisiana, April 17-20, 1974.

Studies children's perceptions of reality in TV as an intervening variable between exposure to the medium and the effect of TV messages. What are the bases for the child accepting TV as reality and what impact does this have on the child's attitudes and behavior?

Guback, Thomas H. "Film as International Business." Journal of Communication. Vol. 24:1, Winter, 1974, pp. 91-100.

Explores the U. S. Film industry in foreign countries. The influence of American film culture vs. the cultural and artistic demands of the subsidized culture. Recognition of a problem unfolding with the film made for a global audience.

Hall, Edward T. "Listening Behavior: Some Cultural Differences." Phi Delta Kappan. 50:7, March, 1969, pp. 379-380.

Cultural awareness and differences. Cultural conflict. Listening comprehension and habits.

Indian Journal of Communication Arts. Hem Publishers

Private Ltd., New Delhi 110 048, India.

Covers all the communication arts and examines the aesthetic values of program production, technological development, social purpose of media in India.

Izard, Carroll E. The Emotions as a Culture-Common Framework of Motivational Experiences and Communicative Cues. A report sponsored by the Office of Naval Research, Washington, D. C., Report No. NR-TR-30, July, 1968, 50 pp.

Describes cultural interrelationships and emotional experience.

Saral, Tulsi B. "Cross-Cultural Generality of Communication via Facial Expressions". Comparative Group Studies. 3:4, November, 1972, pp. 473-86.

When facial expressions are studied at the system level, there is evidence for regular, rather general rules of affective meaning shared by all language culture communities, indicating the cross-cultural nature of communication via facial expressions.

Schrag, Robert L. "A Theoretical Exploration of the Function of the Image in Communication". 1974, 10 pp.

Communication, mass media models and images.

Taylor, Harvey M. "Japanese Kinesics". Journal of the Association of Teachers of Japanese. 9:1, January, 1974, pp. 65-75.

Discusses Japanese non-verbal communication.

Varis, Tapio. "Global Traffic in Television". Journal of Communication. Vol. 24:1, Winter, 1974, pp. 102-109.

Surveys television broadcasting in 50 countries. Most countries buy U. S. programs; the underdeveloped countries cannot afford production. U. S. and China use little foreign import.

FILM ORGANIZATIONS

Agincourt Productions. John F. Bassett, 1550 McCowan Road, Agincourt, Ontario.

Astral Communications Limited. 224 Davenport Road, Toronto, Ontario, Canada.

A. Zwemmer LTD. 76-80 Charing Cross Road, London, W. C. 2, England.

Biographic Films Ltd. 90 Dean Street, London, W1V 5RD, England.

Canadian Film Institute. 1762 Carling, Ottawa, Canada K2A 2H7.

Cimex. Division of Del Norte No. 2462, Mexico, 13, D. F.

Clearwater Films Ltd. G. Chalmers Adams, 102 Carlton Street, Suite 3, Toronto, Canada M5B, 1M3.

The Danish Film Studio. 52 Blomstervanget, DK-2800, Lyngby, Denmark.

The Finnish Film Foundation. Kaisaniemendatu 3 B 25, Sf-00100 Helsinki 10, Finland.

Intermedia Artists Film Services. 136 Marietta Street, N.W., Atlanta, Georgia 30303

International Film Associates (Scotland). 19 North Claremont Street, Glasgow G3 7NR, Scotland.

The Israeli Film Centre. Ministry of Commerce and Industry, P. O. Box 299, Jerusalem, Israel.

La Revue Française de Cinema. Ecran 73, B and B Editions, City Centre Hall, 47 Rue Richer, 75009 Paris, France.

London Film-Makers Co-operative. 13a Prince of Wales Crescent, London NW1, England.

The National Film School. The Director, Beaconsfield Film Studios, Station Road, Beaconsfield, Bucks, England.

Ontario Film Institute. Gerald Pratley, Director, 770 Don Mills Road, Don Mills, Ontario.

The Swedish Film Institute. P. O. Box 27 126, S-102 52 Stockholm, Sweden.

Toho International Co. Ltd. Nagamasa Kawakita, President, Playguide Building 2-6-4 Ginza, Tokyo, Japan.

Triangle Film Productions Ltd. 15 Oslo Court, Prince Albert Rd., London NW8, England. (Specialize in Anglo-French and Anglo-Italian co-production of short and feature films.)

Triofilm. Vondelstraat 72, Amsterdam, Netherlands.

INTERNATIONAL COMMUNICATION AGENCIES

Asian Broadcasting Union. NHK Building, 2-3 Uchisaiwaicho, 2 Chome Chiyo-da-ku, Tokyo, Japan.

Founded in 1964, the ABU consists of national broadcasting organizations in the Pacific and Asia. Function is to help develop broadcasting media in the Asian/Pacific region and foster the use of these media in the cause of international understanding.

Association for the Promotion of the International Circulation of the Press. Beethovenstrasse 20, 8002 Zurich, Switzerland.

Founded in 1955, the association has members in 58 countries. Function is to consider matters of international commercial relations, including merchandising, exchange information on sales and exonomic questions, encourage cooperation with publishing houses, and furnish information and mediate disputes.

Commonwealth Broadcasting Conference. Broadcasting House, London W1A 1AA, England.

A conference of national broadcasting organization in 29 Commonwealth countries. Function is to act as a standing association of national public service broadcasting organizations responsible for planning and presenting broadcast programs of independent Commonwealth countries.

European Broadcasting Union (EBU). Centre International, 1 Rue de Varembe, Case postale 913, CH-1211 Geneva 20 Switzerland.

Functions: To promote development of and research in all aspects of broadcasting, exchange information, resolve difference, advise members on contracts and copyright legislation, the coproduction and exchange of news and programs, including for Eurovision.

Information Center on Instructional Technology. 1424 16th Street, N. W., Washington, D. C. 20036.

Functions are to disseminate information through publications, consultations, and seminars on educational applications of communications technology to planners and practitioners from developing countries.

International Association for Mass Communication Research. James D. Halloran, Director, Centre for Mass Communication Research, University of Leicester, 104 Regent Road, Leicester LE1 7LT, England.

International Catholic Film Office (OCIC). 8 Rue de L 'Orme, 1040 Brussels, Belgium.

Functions are to collaborate in the development of the cinema; to help in the human and spiritual progress of professionals in and spectators of films; to promote the making and distribution of films which may contribute to the development of mankind and the knowledge of the evangelical message.

International Scientific Film Association. 38 Avenue des Ternes, 75 Paris 17e, France.

Functions are to promote the use of scientific films throughout the world in order to achieve better understanding of scientific method, especially in relation to social progress; to promote exchange of information on use and production of films and equipment.

International Telecommunications Satellite Consortium (INTEL-SAT). 950 L'Enfant Plaza South, S.W. Washington, D. C. 20024.

Functions are to establish a global TV and telephonic communications satellite system available to all countries on a nondiscriminatory basis, whether or not they have contributed to the system.

LIBRARIES

Television Information Office Library. James Poteat, Librarian, 745 Fifth Avenue, New York, N.Y. 10022.

An extensive library and information center, covering the social, cultural, and programming aspects of television.

Fugitive Materials

(PAPERS AT LIRC)

Ackermann, Jean Marie (formerly Director of transcultural training for Language House in Chicago, division of Telemedia, Inc.). "'Winging It' Transcultural Training", Training, July 1974; Language House, 500 North Michigan Avenue, Chicago, Illinois 60611. 4 pp. LIRC #328.

Transfer abroad is often as much an exercise in diplomacy as it is a business promotion. That is why training is needed by the transferee...and members of his family as well.

Againsky, Burt W. and Joel S. Shavishinsky. "Man, Cycles and Culture". Article for Cycles, April, 1967, pp. 102-107. Copyright by the Institute for World Understanding of Peoples, Cultures and Languages, New York City, 1967. LIRC #U362.

Presents some findings regarding the underlying causatives of cycles and some reasons for the human being participating in a cyclical manner through time.

Allen, Richard K. (Central Michigan University, Mt. Pleasant, Michigan 48858). "Simulation Into Reality: Some Effects of Simulation Techniques on Organizational Communication Students". Paper delivered at the ICA Convention; New Orleans, 1974. 9 pp. LIRC #58.

Describes the ins and outs of a sometimes simulated, sometimes real attempt to get people to work toward a common goal with all of its power plays, secret meetings, brainstorming, anger, and friendship choices. Both good and bad sides are presented to this innovative experience.

Ayala, Armando A. (Latin American Center, Brigham Young University, Provo, Utah). "Rationale for Early Childhood Bilingual-Bicultural Education" and "Humanizing Education for the Chicano". Paper prepared for the Spanish Speaking American Challenge - a Symposium. March, 1974. 26 pp. LIRC #154

Spanish speaking Americans would not be so disadvantaged if classrooms were bilingual.

Azar, Edward W. (University of North Carolina, Chapel Hill, North Carolina, ICC 27514). "A Description of the Conflict and Peace Data Bank (P) and Related Research Activities". Paper prepared for the Studies of Conflict and Peace, Dept. of Political Science, and Institute for Research in Social Science. University of North Carolina, 1972. 10 pp. LIRC #217.

Studies of Conflict and Peace is an international relations research program sponsored by the department of Political Science at the University of North Carolina. The Article is information about the program, and also to encourage persons to contact them about interests.

Bodaken, Edward M. (University of Southern California). "Interpersonal Top Three: Some Reactions." Paper delivered at the International Communication Association; New Orleans, Louisiana. April, 1974. p pp. LIRC #60.

Three papers dealing with attempts to delineate crucial parameters for the study of human communication.

Bostian, Lloyd R. (Department of Agricultural Journalism, University of Wisconsin-Madison). "Mass Communication Differences Between Urban, Suburban and Rural Areas: Cross-Cultural Comparisons". Paper presented to the Association for Education in Journalism, International Communication Division. San Diego, August, 1974. 28 pp. LIRC #296.

Wide variances occurring in the communication patterns are primarily the product of communication channels available, and these are the product of their society's level of advancement.

Bowes, John E. (University of North Dakota) and Keith R. Stamm (Indiana University). "Communication and Technological Change: Understanding the Consequences of Natural Resources Development". Unpublished paper submitted to the International Communication Association, Intercultural Communication Division. April, 1973. 22 pp. LIRC #53.

Study of agency-public communication in an effort to keep the public more accurately informed about research projects and developmental projects. Similarities can be drawn between this study and the significance to developing countries.

Boyd, John A. "The Measurement of Language Change". Paper presented at the International Communication Association, New Orleans, April 1974. 10 pp. LIRC #61.

Study of language change using the clozentrophy method for measuring the amount and range of change for the social group and the individual.

Brashen, Henry M. (Department of Speech, University of Washington, Seattle, Washington). "Research Methodology in Another Culture: Some Precautions".

Paper presented at the International Communication Association. New Orleans, April, 1974. 17 pp. LIRC #67

Discusses some precautions researchers should consider when conducting experiments in another culture.

Brown, Bruce L., Alvin C. Rencher and William J. Strong (Language Research Center, Brigham Young University, Provo, Utah). "Fifty-four Voices from Two: The Effects of Simultaneous Manipulations of Rate, Mean Fundamental Frequency, and Variance of Fundamental Frequency on Ratings of Personality from Speech". Article in the Journal of the Accoustical Society of America, Vol 55, No. 2, pp. 313-318. February, 1974. 6 pp. LIRC #226.

Self-explanatory.

Bryson, Kenneth D. "Intercultural Communication: What is it We are Studying?" Paper presented to the Speech Communication Association Commission for International and Intercultural Speech Communication, Chicago, Illinois, December, 1972. 7 pp. LIRC #20.

Intricacies of cross-cultural communication including definition of culture and discussion of sub-cultures, culture characteristics, and communication between peoples of parallel sub-cultures.

Campa, Arthur L. "Anglo vs. Chicano--Why?". Western Review, Spring, 1972. Western New Mexico University. LIRC #38.

A comparison of the Anglo-American culture and the Chicano or Hispanic culture; their differences, reasons leading to them and conflicts arising therefrom.

Chang, Won H. (School of Journalism; University of Missouri, Columbia, Missouri 65201). "Mass Communication and Acculturation". Paper presented to the Association for Education in Journalism, Minorities and Communication Division. San Diego, 1974. 22 pp. LIRC #295.

Concerns the process of acculturations and its relationship to mass communication environment.

Civikly, Jean M. and Timothy G. Plax (Department of Speech Communication, University of New Mexico, Albuquerque, New Mexico). "The Effects of Information Exposure Activities on Attitudinal Changes Among Co-Culturals: Some Preliminary Findings". Paper presented at the International Communication Association. New Orleans, April, 1974. 25 pp. LIRC #72.

Studies the effect of varying degrees of cultural information activities on attitudinal change among representatives of co-cultures.

Cogdell, Roy T. (Dean, College of Human Learning and Development, Governors State University, Part Forest South, Illinois). "An Analytical Perspective of Cross Cultural Attitudes Toward Counselors". Paper presented at the International Communication Association. Cultural Aspects of Mental Health and Illness Division. New Orleans, April, 1974. 37 pp. LIRC #89.

Deals with interpersonal relationships between races in seeking workable and equitable solutions to problems. Investigates interactions between races in the counseling milieu.

Cuceloglu, D. M. "Perception of Facial Expressions in Three Different Cultures". Ergonomics, Vol. 13, No. 1, pp. 93-100. 1970. 8 pp. LIRC #46.

American, Japanese, and Turkish facial expressions rated on 40 emotion-named scales. Communication via facial expressions are analyzed and differences and similarities listed.

Dick, Janet. "Nutritional Review of Italy". Unpublished paper: Brigham Young University, Provo, Utah, 1975. 15 pp. LIRC #39a.

A brief research into the county of Italy and its nutritional problems. Specific nutritional studies done in Italy are cited.

Di Salvo, Vincent, David Larsen, and William J. Seiler (University of Nebraska-Lincoln). "Communication Skills: A Need as Seen by Organizational and Businessmen in Their First Five Years on the Job". Presented at the International Communication Association Convention. New Orleans, April, 1974. 15 pp. LIRC #68.

Deals with necessary skills needed to provide an effective communication system. Data from questionnaire responses are analyzed.

Dodd, Carley H. (University of Oklahoma, Norman, Oklahoma). "Homophily and Heterophily in Diffusion of Innovations: A Cross-Cultural Analysis in an African Setting". Paper presented to the convention of the Speech Communication Association. New York, November, 1973. 17 pp. LIRC #126.

Examines communication of new ideas and their consequences in a social system. Studies a special type of communication called diffusion of innovations.

Dowd, Thomas C. (President ICA; 11 Broadway Rm. 1129; New York, New York 10004). "Cross-Cultural Training in the Language Class". Unpublished paper presented at the Intercultural Communications Association. 6 pp. LIRC #63.

Deals with teaching students to relate better to people of other cultures and points out why implementation of cross-cultural goals often lags and what a teacher can do.

Downs, James F. "Fables, Fancies and Failures in Cross-Cultural Training". Article in a quarterly issued by Hilo Center, University of Hawaii Peace Corps Training Program. Vol. 2, No. 3, December, 1969. (Box 856 Hilo, Hawaii). 32 pp. LIRC #299.

Presents in some detail a cross-cultural training approach which is being developed and applied at the University of Hawaii Training Center.

Dyer, William G., Weldon Moffitt and Philip B. Daniels "As Others See You: Management Profiling for Team Effectiveness". Booklet prepared for Synergetics. c/o Weldon Moffitt, 934 East 500 South Orem, Utah 84057. 1972. 13 pp. LIRC #223.

A questionnaire provided to find out information about managers.

Ellingsworth, Huber W. and Florangel Z. Rosario (Department of Communication Institute, University of Hawaii). "Communication and Decision-Making Behavior of IEC Administrators in the Philippines and Malaysia". Report from a case study of the East-West Communication Institute, East-West Center, Honolulu. 28 pp. LIRC #216.

This report is part of a case study of the organization and administration of family planning IEC programs in the Philippines and Malaysia.

Ferris, Susan R. and Albert Mehrabian "Inference of Attitudes from Nonverbal Communication in Two Channels". Journal of Consulting Psychology. Vol. 31, No. 3, 1967, pp. 248-252. 6 pp. LIRC #2.

Implications of attitudes inferred from combined facial-vocal communications, on two channels.

Fitchen, Richard (School of Communications, University of Washington). "Phenomenological and Transactional Study of Intercultural Communication". Paper presented at the International Communication Association. New Orleans, April, 1974. 6 pp. LIRC #106.

Pre-theory and theory for an approach to the study of intercultural communication. Phenomenological basis of a theory of transaction is discussed and applied to case study and comparative methods of analysis.

Ford, Barbara "My Machine Loves Me." Science Digest, Vol. 68, No. 3, 1970, pp. 43-48, 53-55. 9 pp. LIRC #11.

An overview of machines that render emotional aid and learning aids. One can phone for a friendly listener or for advice; there are computer teachers, mock patients, etc.

Gorden, Raymond L. (Antioch College, Yellow Springs, Ohio). "Tools for Learning to Operate in a Foreign Culture". Paper given at the American Council of Teachers of Foreign Languages Pre-Convention workshop. Chicago, Illinois, 1971. 7 pp. LIRC #39.

Methods for learning how to interact with members of another culture while we are in our own territory. The need to discover the patterns of silent assumptions underlying communication in daily situations.

Gordon, Thomas F. (School of Communications, Temple University, Philadelphia, Pennsylvania 19122). "Mass Media and Minority Socialization: Conceptualizing the Process". Paper presented at the Association for Education in Journalism, Minorities and Communication Division. San Diego, August, 1974. 28 pp. LIRC #298ii.

Examines the theoretic approaches to the problem of socialization effects of the media and attempts to conceptualize a schema around which future research might be organized.

Hall, Edward T. "The Silent Language in Overseas Business". Article from Harvard Business Review, Vol. 38, No. 3, May-June, 1960, pp. 87-96. 10 pp. LIRC #271.

Problems that face the American businessman overseas.

Hall, Edward and Mildred. "The Sounds of Silence". Article in Playboy Magazine reprint, 1971. 6 pp. LIRC #327.

Actions do indeed speak louder than words - and new interpretations of nonverbal communication tell us how to read them.

Hanson, Phillip C. and J. William Pfeiffer "Conditions Which Hinder Effective Communication". Article from The 1973 Annual Handbook for Group Facilitators, 1973. University Associates. 5 pp. LIRC #332.

Preoccupation, emotional blocks, hostility, stereotyping, defensiveness are a few of the topics discussed in this article.

Harms, L. S. (Professor of Communication, University of Hawaii). "Beyond Tolerance: World Communication Technology and the Local Cultural Structures of Man". Paper presented at the International and Intercultural Communication Conference, Pepperdine University, Malibu, California. May, 1974. 15 pp. LIRC #358.

Involves the question 'Does Everyone Have the Right to Communicate?' and deals with different aspects of communication in the world and local view.

Harms, L. S. (University of Hawaii). "Status Cues in Speech: Extra-Race and Extra-Region Identification". Article in Lingua, Vol. 12, No. 3, 1963, pp. 300-306. 7 pp. LIRC #259.

The speech signal is complex and contains one or more potential messages at any instant in time. The listener may attend to any of the potential messages at any moment.

Hsia, H. J. (Texas Tech University). "Motivation and Communication Patterns". Paper presented to the International Communication Association, Intercultural Division. New Orleans, April, 1974. 35 pp. LIRC #108.

Examines communication patterns of Black, Chicano and White in an attempt to determine motivational relationships.

Hsueh, Shau-wing, Carol E. Layne, Robert R. Monaghan, and James A. Seguin (Ohio State University). "'Mister Rogers' Neighborhood' and The Handicapped Child Interface: Exploring and Assessing Integration of Educational Media and Professional Services to the Handicapped Child". Paper contributed to the International Communication Association Conference, Mass Communication Division, New Orleans, April, 1974. 36 pp. LIRC #62.

Findings of a study dealing with self-esteem of handicapped children and the perceptions of normal children regarding the issue of handicappedness will be applied in a new program designed to facilitate self-esteem and better acceptance and understanding of the handicapped.

Hunsinger, Paul (Speech Communication, University of Denver, Denver, Colorado 80210). "Intercultural Communication: Problems of Research and Training". Unpublished paper, International Communication Association Convention. Montreal, Canada, April, 1973. 5 pp. LIRC #54.

Study of the use of research in folklore and storytelling in a class in cultural communication.

Jain, Nemi C. (Department of Communication, University of Wisconsin-Milwaukee; Milwaukee, Wisconsin 53201). "Present Status of the Communication Discipline in India". Paper presented to the International Communication Association. New Orleans, April, 1974. 7 pp. LIRC #97.

Describes present status of teaching of communication in India and makes observations about the future prospects for the growth of the communications.

Kleinjans, Everett "On Culture Learning". Paper presented at the Japan Association of College English Teachers' Annual Conference. Hachioji, August, 1971. 36 pp. LIRC #168.

Learning another culture implies learning subcultures of education, uneducated, professional, layman, ethnic subgroups, etc. Learning can provide analogies for the learning of culture.

Krause, Loretta "Micronesian-American Relations". Unpublished paper from the University of Hawaii, Honolulu, Hawaii, April, 1974. 6 pp. LIRC #109.

Discussion of background and conflicts which have arisen since Micronesia became American territory.

Lado, Robert "How To Compare Two Cultures". Linguists Across Cultures. University of Michigan Press, 1957. 14 pp. LIRC #4.

The definition and comparison of cultures plus the gathering of data for structural descriptions.

Laner, Frances J. "Savings in Communications Through Readability Studies". Published in the proceedings of the Society for Technical Communication - ITC Conference. Houston, Texas, 1973. (STC Headquarters: 1010 Vermont Avenue, Washington D. C. 20005).

Describes basic principles in planning technical communications. Examples given demonstrate practical methods for handling general data and how to extend use for more comprehensive materials.

Lau, John H. (SUNYAB). "The Ascendancy of Analogy in Chinese Discourse". Paper presented at the International Communication Association. New Orleans, April, 1974. 5 pp. LIRC #105.

Deals with analogies in the Chinese contexts.

Leckenby, John D. (University of Illinois). "Some Conceptual Problems in the Study of Ethnic and Minority Groups in Communication". Paper presented at the Association for Education in Journalism, Minorities and Communication Division. San Diego, August, 1974. 26 pp. LIRC #289.

America is made up of her immigrants, there is no single culture. The image of ethnicity and its accompanying experiences is presented as a salient aspect of today's public life.

Lippman, E. O. (IBM Thomas P. Watson Research Center. Yorktown Heights, New York). "An Approach to Computer-Aided Translation". From IEEE Transactions on Engineering Writing and Speech. Vol. EWS-14, No. 1, February 1971, pp. 10-33. 24 pp. LIRC #293.

Computer-aided translation is a storage and retrieval operation whose system serves as an extension of the capabilities of the user, who is able to call on the resources of the computer as needed in the translation.

Lowry, Dennis T. (School of Journalism, Southern Illinois University, Carbondale, Illinois 62901) and Theodore J. Marr (Department of Journalism, New Asia College, Chinese University of Hong Kong, Shatin, M. T., Hong Kong). "Clozentropy as a Measure of International Communication Comprehension". Paper presented at the annual convention of the Association for Education in Journalism, San Diego, August, 1974. 25 pp. LIRC #297.

This study is to test the validity of Darnell's clozentropy procedure. It investigated two major subject variables and one major content variable. Results point out the importance of studying audience sub-populations in international communications, even when the audience is monolingual.

Lowry, Dennis T. (School of Journalism, Southern Illinois University, Carbondale, Illinois 62901) and Theodore J. Marr (Department of Speech Communication, University of Virginia, Charlottesville, Virginia 22903). "A Two Culture Validation Study of Clozentropy as a Measure of Intercultural Communication Comprehension". Paper presented at the International Communication Association. New Orleans, April, 1974.

A study designed to test the validity of Darnell's clozentropy procedure as a measure of communication comprehension in general and intercultural communication comprehension in particular.

McCombe, John H. (Secretary of the American Bible Society. 1865 Broadway, New York, N. Y. 10023). "Value Judgments of Peruvian Indians Altered by Evangelical Christian Experience". Practical Anthropology. pp. 276-278. 3 pp. LIRC #129.

Discusses affect of Christian experience as a prime factor in changing the motivations and controls by which Peruvian Indians live.

Migliazza, Ernest C. (University of Maryland, College Park 20742) and James V. Neel and Richard S. Spielman (Department of Human Genetics, University of Michigan Medical School). "Regional Linguistic and Genetic Differences among Yanomama Indians". Article in Science, Vol. 184, No. 10, May, 1974, pp. 637-644. 8 pp. LIRC #246.

The comparison of linguistic and biological differences sheds light on both sides in relation to the Yanomama Indians.

Nida, Eugene A. (Executive Secretary of American Bible Society). "Akamba Initiation Rites and Culture Themes". Practical Anthropology, July-August, 1962, pp. 145-155. 11 pp. LIRC #136.

Discusses Akamba initiation rites as it relates to cultural themes.

Nida, Eugene A. and William L. Wonderly. "Cultural Differences and the Communication of Christian Values". Practical Anthropology. November-December, 1963, pp. 241-258. 18 pp. LIRC #137.

Authors take some of the developing insights concerning the study of values, and apply them to the Latin Americans.

Nida, Eugene A. (UBS Translations Research Coordinator). "Words and Thoughts". The Bible Translator, Vol. 25, No. 3, pp. 339-343, July, 1974. 5 pp. LIRC #330.

Based on a lecture given at a Translator's seminar. Discusses nonconformities between words and thoughts, symbolization for new concepts and words and conceptual domains.

Nielsen, Keith E. (Department of Speech Communication, California Polytechnic State University, San Luis Obispo, California 93407). "Scenario Role-Playing as a Means to Inter-Ethnic Communication". Paper presented at the International Communication Association. New Orleans, April, 1974. 7 pp. LIRC #83.

Communication techniques can serve a definite need in revitalizing human communication. Scenario role-playing is a means to inter-ethnic communication.

Nikelly, Arthur "Cultural Conflict and Related Mental Health Problems". Paper presented at the International Communication Association Conference, Symposium on Cultural Aspects of Mental Health and Illness. New Orleans, April, 1974. 7 pp. LIRC #83.

Discusses cultural adaptations and adjustments required from culture to culture, also cultural conflict and culture shock.

Okabe, Roichi (Speech and English Department At Nanzan University, Nagoya, Japan). "The Rhetoric of Distance Reduction in International and Intercultural Communication: Two Case Studies". Paper presented at the Speech Communication Association. New York, November, 1973. 9 pp. LIRC #125.

Reviews the historical context of Pres. Nixon's meeting with Chinese and Japanese leaders in 1972 and sets out to identify the rhetorical strategies the two men utilized in their campaign for accomplishing their goals.

Paul, Benjamin D. (Social Anthropologist at Harvard School of Public Health, Boston). "Respect for Cultural Differences". Practical Anthropology, September-October, 1960, pp. 210-216. 7 pp. LIRC #138.

Cultural understanding is needed before one can understand another point of view--either "rationale" or "reasonable", or "unreasonable".

Peterson, Jan P. (Department of Communication; Mississippi State, Mississippi 39763). "Teacher as Learner: A Year with the Mississippi Choctaw Indians". Paper submitted to the International Communication Association, Intercultural Communication Division. New Orleans, April, 1974. 6 pp. LIRC #64.

Experiences teaching speech to Choctaws illustrate the importance of understanding cultural differences.

Read, Charlotte. "Some Criteria for Humanizing". Unpublished paper prepared for the International Communication Association Conference on "Humanizing the Information Sciences". Montreal, Canada, April, 1973. 15 pp. LIRC #55.

Discussion of "human-ness" from many points of view and illuminates the human role in the communicative networks.

Reddy, S. K. (Department of Sociology and Rural Life, Mississippi State University) "Role of Functional Literacy in Development: A Communication Experiment". Paper presented at the International Communication Association, New Orleans, April, 1974. 19 pp. LIRC #69.

Study of literacy as a factor in the process of social change and modernization in developing countries.

Religion and World Affairs. Library Director's Office. April, 1974. Compilation of four articles. "Hands Across the Holy See", March 18, 1974. "Historians knew of Jesus Christ", March 9, 1974. "Jews for Jesus--Keep on Trying to Be Jews", Los Angeles Times, March 17, 1974. "Second Coming is at Hand", Los Angeles Times, March 10, 1974. 5 pp. LIRC #50.

Rossiter, Charles M., Jr. (University of Wisconsin, Milwaukee). "Metacommunication". Paper presented to the International Communication Association, New Orleans, April, 1974. 9 pp. LIRC #57.

Two types of metacommunication are distinguished: that which inevitably accompanies all communication and all other communications about communication. The functions of each type are discussed and the relationship of metacommunication to psychopathology is explored.

Ryan, Michael G. "Bilingual Attitudes Towards Authority: A Canadian Study". Paper presented to the Speech Communication Association, International and Intercultural Division. Chicago, Illinois, December, 1972. 14 pp. LIRC #19.

Study testing the hypothesis that the attitudes of bilinguals in French and English will differ from the attitudes of unilinguals. The theory and research emerges from the social, emotional and cognitive relations of languages and attitudes.

Ryan, Michael G. (Oklahoma College of Liberal Arts). "The Factor Structure of Credibility Reactions to Standard and Dialect English Speech". Paper presented to the International Communication Association. New Orleans, April, 1974. 23 pp. LIRC #74.

A study that describes the dimensions underlying the credibility reactions that Southwestern American listeners attribute to foreign accented English speech.

Ryan, Michael G. (Oklahoma College of Liberal Arts). "The Influence of Speaker Dialect and Sex on Stereotypic Attribution." PhD. dissertation at University of Oklahoma, 1973. 14 pp. LIRC #70.

A study investigating the relationship between speaker dialect and sex on stereotypic attribution and if dialect English speech has a persuasive interaction with standard American English auditors.

Saunders, Lyle. (Department of Preventive Medicine and Public Health, University of Colorado). "'Anglo' and Spanish-Speaking Americans: Contrasts and Similarities". Paper prepared for the council on Spanish-American Work. El Paso, Texas, January 1959. 12 pp. LIRC #128.

Contrasts and comparisons on Spanish-speaking Americans and English-speaking Americans.

Schnapper, Melvin (Leland Peace Corps Training Center, Baker, Louisiana). "Making the Cross-Cultural Scene". Peace Corps Volunteer Magazine. June 1967, pp. 10-11. 2 pp. LIRC #181.

Many Peace Corps Volunteers fail to make the leap to the cross-cultural experience during their first experience in a country and are ineffective.

Schnapper, Melvin (Leland Peace Corps Training Center, Baker, Louisiana). "Resistances to Intercultural Training". Paper presented at the Conference of Society for International Development. San Jose, Costa Rica, February, 1973. 13 pp. LIRC #176.

Development of interpersonal and intercultural competence in communication is a vital part of successful intercultural communication.

Schnapper, Melvin (Leland Peace Corps Training Center, Baker, Louisiana). "Your actions Speak Louder...". The Volunteer, June 1969. 4 pp. LIRC #180.

Discussion of nonverbal communication through actions in various cultures.

Schneider, Mary-Jane "Famous First Words". Article from The Sciences, March 1974, pp. 11-18. 8 pp. LIRC #356.

Research into language as a form of behavior: how little children learn so rapidly and in what sense and to what extent language is instinctive.

Shirts, R. Garry (Simile II, 1150 Silverado, La Jolla, California). "Japanese Contact and Communication Course Director's Manual". Prepared for the Department of the Navy, Navy Personnel Research and Development Center, San Diego, California 92152. 6 pp. LIRC #355.

This manual's purpose is to give the participants an experience in communicating with Japanese people under controlled conditions.

Smith, Alfred G. (Center for Communication Research, University of Texas, Austin, Texas). "The Cost of Communication". Paper presented at International Communication Association. New Orleans, April, 1974. 11 pp. LIRC #251.

Today's primary resource is information. The way we trade messages and allocate information is our communication economy.

Sitaram, K. S. (Department of Speech, University of Hawaii). "Doing Research in Foreign Cultures". Paper presented at the International Communication Association. New Orleans, April, 1974. 4 pp. LIRC #84.

Proposes that the validity of studies depends somewhat on the communicative skills of the researchers and their subjects.

Smalley, William A. "Culture Shock, Language Shock, and the Shock of Self-Discovery". Practical Anthropology, March-April, 1963, pp. 49-56. 7 pp. LIRC #134.

Knowledge of cultural and language differences is the key to building transcultural communication.

Stewart, Edward C. "An Overview of the Field of Intercultural Communication". Paper delivered at a conference of the Training Institute of the Business Council for International Understanding. Washington at American University, October, 1973. 22 pp. LIRC #284.

An overview suggesting history, concepts, ideas and methods, trying not to neglect applications and promises. (Accompanied by slides and visual aids and pantomime).

Stewart, Edward C. "The Simulation of Cross-Cultural Communication". Symposium presentation at the German development Institute. Berlin, Germany, March, 1966. 26 pp. LIRC #9.

Deals with giving a Westerner experience in communication with a "non-Westerner" (an actor trained to a set of behavior and communication norms called contrast culture) to provide maximal contrast to the typical middle class American's cognitive structures and processes.

Stewart, Edward C. "Visual Materials in Cross-Cultural Instruction and Training". Paper prepared for the Business Council for International Understanding, The American University. Summer, 1973. 16 pp. LIRC #185.

Trends in intercultural communication move toward new technological developments and applications.

Sue, David (Lecturer, Department of Psychology, California State University, Chico, California). "A Silent-Minority Member Speaks Out". Article in Today's Education, March-April, 1974, pp. 84-86. 3 pp. LIRC #224.

Concerning a Chinese American and the difficulties they encounter, and yet never express.

Taylor, K. Phillip (Florida Technological University). "Sex and Race as Determinants of Occupational Role Perceptions". Unpublished paper from Florida Technological University. 6 pp. LIRC #59.

This study attempts to determine whether the sex and race of a person in an occupational role influences the perceived trust and competence of the individual. Also seeks to assess the probability that a member of a particular racial and sexual group would fill certain occupations.

Taylor, Samuel "The Realities of Culture Shock". Paper from USAID/PH ICR 4070-1. Viet Nam. 15 pp. LIRC #322.

Presents problems of acculturation faced by those working in a culture foreign to their own; problems, the techniques for dealing with them, and suggestions for preparation and training for those going to a crosscultural setting.

Theall, Donald F. "The Role of Aesthetic Theory in (Mass) Communications Theory". Unpublished paper from McGill University, April, 1973. 17 pp. LIRC #52.

Discussion of the insights of Marshall McLuhan with study of his more important insights.

Thornton, Barbara L. and Arthur E. Walzer (University of Minnesota, St. Paul, Minnesota 55101). "A Special Report on Rhetoric 3092: Communication Problems for Foreign Exchange Groups". Paper presented at the International Communication Association. New Orleans, April, 1974. 26 pp. LIRC #169.

Discusses content, subject matter, teaching approaches and evaluations of a special communication course designed for foreign students.

Tyler, V. Lynn (Language Research Center, Brigham Young University, Provo, Utah 84602). "Convention Shock; Confessions of a Conventioneer - Or, What Can Be Learned at the Next Sizable Professional Meeting". Paper presented at the International Communications Association, Communications Processes and Effects Division. April, 1974. 13 pp. LIRC #236.

Pragmatics for attending and more effectively learning at professional meetings.

Tyler, V. Lynn (Language Research Center, Brigham Young University, Provo, Utah). "Intercultural Communications, Perspectives, Dimensions, Resources". Paper prepared for the International Communication Convention Association. New Orleans, April, 1974. 30 pp. LIRC #237.

Guidelines in intercultural communications.

Tyler, V. Lynn (Language Research Center, Brigham Young University, Provo, Utah). "Inter-Cultural Data Bank: Orientation, Resources, Challenges". Paper presented at the International Communications Association. Montreal, Canada, April, 1973. 4 pp. LIRC #239.

Gives the purpose, designs, systems, process, and needs of the Inter-Cultural Data Bank.

Tyler, V. Lynn (Language Research Center, Brigham Young University, Provo, Utah). "Thematic Dimensions for Mass Communications". Paper presented at the International Communication Association, Mass Communications Division, 1974. 27 pp. LIRC #238.

Thematic dimensions are the "how" and the "why" communication affects the masses.

Umanah, Ahaziah J. (University of Iowa, Iowa City, Iowa). "A Piece of Document or a Document of Peace". Paper Presented at the International Communication Association Conference. New Orleans, April, 1974. 35 pp. LIRC #103.

Discusses moral concepts of the Viet Nam war, along with short history of the conflict and conclusions.

Weisenborn, Ray E. (Department of Speech Communication, Montana State University). "Intercultural Definition and Communication; Design: Propaganda and Agitation". Paper presented at the Speech Communication Association. New York, November, 1973. 9 pp. LIRC #124.

Clarifies concepts of propaganda and agitation in "closed" cultures--Russia and East Germany. Cultural context and the norms imposed by that culture must be realized and accounted for in all intra-and intercultural communications research.

Wilcox, Ethel M. and James R. "Improving Communication Skills of the Socio-Economically Disadvantaged Student". Paper presented at the ICA Summer Conference, Flint, Michigan, August, 1972. 22 pp. LIRC #79.

Discussion of minority problems and effects of improved communication skills.

Wilcox, James R. (Bowling Green State University), and Ethel M. Wilcox (The University of Toledo). "Improving Communication Skills of Minority Students: A Case of Priorities". Unpublished paper. 19 pp. LIRC #77.

Discusses problems and viewpoints of minority students entering colleges and universities. The authors feel that improved speech-communication would help them achieve.

Wilkins Papers. Series of Seventeen articles for a Spanish 645 class concerning Latin American cultures (two are mostly in Spanish). Unpublished collection, Brigham Young University, Language Research Center. LIRC #21-37.

Deals with various aspects of Latin American traditions, customs, and language.

Woods, Mary Paula (Esso Research and Engineering Company). "Intercommunication: A Worldwide Multilogue". Paper presented at the 20th International Technical Communications Conference, May, 1973. 3 pp. LIRC #47.

Discusses mechanisms of transfer, bulletins, problems in information transfer, breaking the language barrier, crossflow of information and need for diplomacy.

Yadav, Dharam P. (Department of Communication and Theatre, University of Vermont). "On the Nature of Communication and Conflict in Intercultural Interaction". Paper for the International Communication Association, New Orleans, April, 1974. 25 pp. LIRC #107.

Examines concepts and suggests a model helpful in understanding processual characteristics of intercultural communication.

Other Resources

DIRECTORIES

Civilian and Military Organizations and Associations Concerned With 'Human Goals' Related Subject Areas. Compiled by Akter, Turgut A. Report for the Training, Support and Development Department, Naval Amphibious School, Coronado, California, 1973. 34 pp. LIRC #44.

Lists and explains categorically civilian professional, military and other organizations and associations along with other sources, resources, and projects.

Communication Directory, 1973-74. V. M. Root, ed., published by Council of Communication Societies, P. O. Box 1074, Silver Springs, Maryland 20910. 182 pp. LIRC #870.

Contents include: Associations, research centers, research organizations, research data sources, research glossaries, research support sources, career information sources, education source table, subject index, organization index, people index, title index, acronym list.

Consultants and Consulting Organizations Directory. Paul Wasserman and Janice McLean, eds. Gale Research Co., Book Tower, Detroit, Michigan 48226.

Reference guide to concerns and individuals engaged in consultation for business and industry.

Directory of Contacts for International Educational, Cultural and Scientific Exchange Programs. Department of State, Bureau of Educational and Cultural Affairs, U. S. Government Printing Office, Washington, D. C., 1975. 71 pp. LIRC #1058.

Listing of the private and governmental agencies active in the conduct of international exchange-of-persons programs. Annotated.

Directory of Cross-Cultural Research. Order from Walter J. Lonner, Department of Psychology, Western Washington State College, Bellingham, Washington, 98225. (Similar reference: Society for Cross Cultural Research, c/o Dr. James Schaefer, Department of Anthropology, University of Montana, Missoula, Montana 59801.)

Lists scientists and areas of research interest.

Directory of Intercorporate Ownership. (Who owns whom in America.) Juvenal L. Angel, compiler. New York: Simon and Schuster, 1974, 2 volumes, 2700 pp.

Lists parent companies (with addresses), divisions and subsidiaries, affiliates, joint ventures, overseas subsidiaries, as well as American companies owned by foreign firms.

Directory of Public Information Contacts, Washington, D. C., 1972. Daniel H. Schurz, compiler, 2107 Vinewood Boulevard, Ann Arbor, Michigan 48104. Published by Daniel J. Edelman, Inc.: Public Relations, 1717 Pennsylvania Ave., N.W., Washington, D. C. 20006. 71 pp. LIRC #1610.

Names, addresses, room numbers and telephone numbers of Public Information contacts in executive, legislative and judicial branches of government.

Directory of Sources of Assistance on Educational and Technology for Development. Lois Joy Lester, ed. Washington, D. C.: The Information Center on Instructional Technology, 1414 22nd St., N.W., Washington, D. C. 20037. 1975. 90 pp. No cost listed (may be free).

Acquaints international educators with the resources available in educational technology. Names, addresses and brief descriptions of the services provided by the following groups: technical and training assistance, software information, hardware information, professional and trade associations; financial assistance. Organizations from 27 countries listed.

Encyclopedia of Associations. Margaret Fisk, ed. Detroit: Gale Research Co., 1975. 1413 pp.

Only major source of detailed information concerning nonprofit American membership organizations of national scope. Foreign groups are included if felt to be of interest to Americans. International groups are included if they have a large American membership, or if they are of special interest to Americans. Annotated.

Encyclopedia of Information Systems and Services. Anthony T. Krusas, ed. Gale Research Co., Book Tower, Detroit, Michigan 48226.

Detailed descriptions of 1,750 organizations concerned with information products and services, including publishers, computer time-sharing companies, micrographic firms, libraries, networks, government agencies, information centers, data banks, clearinghouses, research centers, and consultants.

Foreign Service List. Department of State, Washington, D. C.: U. S. Government Printing Office, 1975. 93 pp. LIRC #1813.

Provides information on assignments of Foreign Service and other U. S. personnel in the field of foreign affairs. List includes: chiefs of mission; Foreign Service officers; Foreign Service reserve officers; Foreign Service staff personnel and consular agents. Also officers of AID, Peace Corps, and International operations of ACTION, USIA, Foreign Agricultural Services of U. S. Department of Agriculture, the Departments of Army, Navy and Air Force, and U. S. missions to International Organizations.

International Directory of Computer and Information Services, 1974. Europa Publication, Ltd., distributed by Gale Research Co., Detroit, Michigan. 70 pp.

Concise information about computer services available to outside customers from commercial, educational and research establishments throughout the world. Listed are the names, addresses, phone numbers, officers' names, fields of experience, types of services offered, and type of computer installation.

International Foundation Directory. Europa Publications Ltd., distributed by Gale Research Co., Detroit, Michigan, 1974. 500 pp.

1,000 foundations active in science, medicine, education, social welfare, arts and humanities, international relations, etc. Arranged by country, with institution's name, address, purpose, details of its activities, publications, and officers.

Official Congressional Directory. Washington, D. C.: U. S. Government Printing Office, current.

Among many other things, contains names and addresses of foreign representatives and consular offices in the United States, U. S. representatives and consular offices abroad, and international organizations. Published annually.

World of Learning. Europa Publications, Ltd., distributed by Gale Research Co., Detroit, Michigan, 1974, 2 Vol. 2000 pp.

Up-to-date guide to educational, scientific, and cultural orgainizations all over the world. First part lists, describes, and gives addresses for over 400 international organizations. Arranged alphabetically by country, the main section gives complete information on colleges, universities, libraries, research institutes, museums, art galleries, and learned societies.

INFORMATION CENTERS

Agency for International Development (AID). 320 21st St., N.W., Washington, D. C. 20523.

U. S. Government Agency which coordinates foreign service of Americans. Write for more Information.

Canadian International Development Agency (CIDA). 122 Bank Street, Ottawa, Canada K1A 0G4.

Canadian counterpart to U. S. Agency for International Development (AID). Coordinates sending of Canadians abroad for government assistance to other countries. Write for more information.

Defense Documentation Center (DDC). Cameron Station, Alexandria, Virginia 22314.

Field activity of the Defense Supply Agency of the Department of Defense. Makes available from one central depository thousands of research and development reports produced each year by U. S. military organizations and their contractors. Write for more information.

Intercultural Relations and Ethnic Studies (IRES) Institute. Rutgers Graduate School of Education, New Brunswick, New Jersey 08903.

Primarily concerned with fostering the acceptance and understanding of cultural differences among educators and community members, and the achievement of cultural pluralism. Specializations in teacher training, training model design, dissemination center (including monthly Mosaic) and materials development. Write for brochure and publications list.

International Communications Association (ICA). c/o Robert L. Cox, Executive Secretary, ICA, Box 7728, University Station, Austin, Texas 78712.

Purpose is to encourage and engage in the systematic study of communication theories, processes and skills, and to disseminate this information through publications, educational projects, and professional meetings. Major publication is Journal of Communication. Write for more information.

International Studies Association. 200 Fifth Street South, Minneapolis, Minnesota 55404.

Professional society to provide opportunities for better communication among educators, researchers and practitioners. Publishes International Studies Quarterly. Write for more information.

Language Research Center. Brigham Young University, 240 B-34, Provo, Utah 84602.

Specializes in foreign languages and foreign language learning, teaching, testing, and translating, as well as communication between various cultures. Services of research and development, conferences and symposia, publications and resources. Write for brochure and publications list.

Mission Advances Research and Communication Center (MARC). 919 West Huntington Dr., Monrovia, California 91016. (A division of World Vision International).

Task force of researchers, information specialists, managers, computer scientists and mission strategists dedicated to building cooperative information and research center for Protestant evangelism world-wide. Extensive publications on specific cultures. Write for more information.

National Technical Information Service (NITS). Springfield, Virginia 22151.

The Commerce Department's National Technical Information Service (NITS) is the central source for the public sale of government-sponsored research and development reports and other government analyses prepared by federal agancies, their contractors or grantees. (See Monthly Catalog, U. S. Government Publications.) Write for more information.

National Translations Center. John Crerar Library, 35 West 33rd St., Chicago, Illinois 60616.

Translation Register Index has over 200,000 English translations of foreign documents; also access to English translations produced in other countries.

Smithsonian Science Information Exchange. 1730 M Street, N.W., Washington, D. C., 20036.

Fills pre=publication information gap. Computerized data base averages 170,000 summaries of recently funded research in all fields of science. Update daily. Publishes newsletter. Write for brochure.

Society for Intercultural Education, Training, and Research (SIETAR). c/o David S. Hoopes, Executive Secretary, I.C. Network, RCIE, 107 MIB, University of Pittsburgh, Pittsburgh, Pennsylvania 14260.

International and interdisciplinary professional association of persons concerned with intercultural communication. Publishes newsletter Communique. Write for brochure.

Superintendent of Documents. U. S. Government Printing Office, Washington, D. C. 20402.

Distributes materials prepared by government agencies. Includes extensive culture-specific reports and publications. (See Monthly Catalog, U. S. Government Publications.) Write for more information. Materials sold at cost. Write for Background Notes and Area Handbooks information. Available for most countries, up-dated.

Technical Services Associates, Inc. 855 Bloomfield Avenue, Glen Ridge, New Jersey 07028.

Offers over 360 technical dictionaries and intercultural communications aids.

World Meetings Information Center, Inc. 824 Boylston Street, Chestnut Hill, Massachusetts 02167.

Publishes Guide to World Meetings (quarterly) in the social and behavioral sciences, education, and management.

INFORMATION RETRIEVAL POSSIBILITIES

Abstracts in Anthropology. Published by Baywood Publishing Co., 43 Central Dr., Farmingdale, New York 11735, 1970- Current.

Abstracts, relevant articles in archaeology, cultural and physical anthropology, and linguistics, published quarterly.

Automatic Subject Citation Alert IV (ASCA IV). Institute for Scientific Information, 325 Chestnut St., Philadelphia, Pennsylvania 19106.

Computer search of dver 2500 journals. Tailor-made profiles to define information desired. Subscription service supplies information weekly. 3-month trial period possible. Service also to supply current journal articles reported by ASCA.

Biographical Dictionaries Master Index, 1975-76. Gale Research Co., Book Tower, Detroit, Michigan 48226.

Key to entries in more than 50 current biographical dictionaries. Emphasis on living persons prominent in America.

Direct Access to Reference Information (DATRIX II). Xerox University Microfilms, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

Mail-order, computerized information retrieval system which conducts a computer search to identify doctoral dissertations on a particular subject. Printout includes dissertation title, author's name, degree, date, university, and issue-page reference to Dissertation Abstracts International.

Dissertation Abstracts International. Xerox University Microfilms, Ann Arbor, Michigan 48106. 1861-Current.

Monthly compilation of abstracts of doctoral dissertations submitted to Xerox University Microfilms by more than 360 cooperating institutions in the U. S., Canada, and some European universities. Includes comprehensive dissertation index (See also Direct Access to Reference Information--DATRIX II).

Educational Reference Information Center (ERIC). Department of HEW, National Institute of Education, Washington, D. C. 20208.

National information system for providing ready access to reports of innovative programs, conference proceedings, bibliographies, outstanding professional papers, curriculum related materials and reports of the significant efforts in educational research and development. Reference tools include:

- --Thesaurus of ERIC Descriptions: structured vocabulary of approximately 7200 educational terms used to index documents.
- --Research in Education (RIE): monthly abstract journal of reports and documents.
- --Current Index to Journals in Education (CIJE): monthly guide to periodical literature with coverage of more than 500 major educational and education-related publications.

Entire ERIC microfiche collections available at many university libraries, or full texts of references can be ordered from ERIC.

Foreign Language Index. New York: Public Affairs Information Service, Inc. Current.

Selective index of publications on public and economic affairs in French, German, Italian, Portuguese and Spanish. Categorized by periodical, subject, and author.

Government-Supported Research on Foreign Affairs. Office of External Research, Bureau of Intelligence and Research, Department of State publication. For sale by NTIS, U. S. Department of Commerce, 5285 Port Royal Rd., Springfield, Virginia 22151.

Inventory of research projects completed and in progress each fiscal year. Published annually. Vol. I (73 pp.): American Republics; Vol. II (107 pp.): East Asia; Vol. III (124 pp.): Europe; Vol. IV (117 pp.): Near East, South Asia and Africa; Vol. V (238 pp.): International Relations. Also monthly updates. LIRC #1409 (FY 1974).

Historical Abstracts. ABC-Clio, Riviera Campus, 2040 Alameda Padre Serra, Santa Barbara, California 93103. 1955-Current.

Abstracts or cites relevant articles from approximately 2000 serial publications printed in about 85 countries. All entries are in English although the articles were originally published in more than 30 languages. Subjects include political, diplomatic, economic, social, cultural, and intellectual history including related subjects in the social sciences and humanities. Includes all countries of the world except U. S. and Canada, which are abstracted in America: History and Life, published quarterly.

Human Area Relation Files (HRAF). P. O. Box 2054, Yale Station, New Haven, Connecticut 06520.

Collection of primary source materials (mainly published books and articles, but including some unpublished manuscripts) on selected cultures or societies representing major areas of the world. Files contain most substantive descriptive data, largely on nonwestern cultures, many of which are illiterate. Ethnographic accounts predominate. Complete text (not abstract) of original article, book, or manuscript is provided. System available at most major university libraries. Important resources for system include:

- --Nature and Use of HRAF Files, A Research and Teaching Guide, by Robert Lagace.
- --Outline of Cultural Materials, by George P. Murdock, et al.
- --Outline of World Cultures, by George P. Murdock.

Humanities Index. New York: H. W. Wilson Co., 1974-Current.

One of two indexes superseding the Social Sciences and Humanities Index. Subjects include archaeology and classical studies, area studies, folklore, history, language and literature, literary and political criticism, performing arts, philosophy, religion and theology, and related subjects. 260 indexed periodicals: published quarterly.

Language and Language Behavior Abstracts. Sociological Abstracts, Inc., United States International University, San Diego, California. 1967-Current.

Abstracts articles on nature and use of language. Published quarterly.

Language Teaching and Linguistics: Abstracts. Cambridge University Press, 32 East 57th Street, New York, N.Y. 10022. 1968-Current.

Formerly Language-Teaching Abstracts. Latest research and developments in study and teaching modern languages, including English as a second language. Abstracts about 400 journals in psychology, linguistics, language studies, teaching methodology and technology, and experimental teaching. Published quarterly.

Monthly Catalog, U. S. Government Publications. Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. 1895-Current.

Most basic of all U. S. government publication indexes. Includes Cummulative Subject Index to the Monthly Catalog. 1900-1971. Includes ordering information.

National Information Center for Educational Media (NICEM). University of Southern California, University Park, Los Angeles, California 90007. 1964-Current.

Provides institutions, individuals and agencies with indexes, non-print book catalogues and other formatted information from its computerized data banks. Includes available 16mm educational films, 35mm filmstrips, education overhead transparencies, video tapes, audio tapes, records and slides, 8mm motion cartridges, and multi-media in black history and studies, ecology, health and safety education, vocational and technical education, and psychology. Indexed by subject.

Psychological Abstracts. American Psychological Association, 1200 Seventeenth St., N.W., Washington, D. C. 20036. 1927-Current.

Provides nonevaluative summaries of the world's literature in psychology and related disciplines (including communication systems). Over 850 journals, technical reports, monographs and other scientific documents provide information. Published monthly.

Public Affairs Information Service Bulletin. New York: PAIS, 11 W. 40th St., New York, N.Y. 10018. Current.

Selective subject list of the latest books, pamphlets, government publications, reports of public and private agencies and periodical articles relating to economic and social conditions, public administration and international relations. Published in English throughout the world.

Reader's Digest Almanac and Yearbook. Reader's Digest Association, Pleasantville, N.Y. 10570. Current.

Typical of various almanacs available which cover events and developments that affected the world during the year. Chronological and topical indexes. Latest facts and statistics on thousands of persons, places and events. Published annually.

Reader's Guide to Periodical Literature. Edited by Zada Limerick. New York: W. W. Wilson Co. 1900-Current.

Cumulative author-subject index to periodicals of general interest published in the United States. Supplements published monthly.

Social Sciences and Humanities Index. New York: H. W. Wilson Co. 1907-1974 (April 1974-split into Humanities Index and Social Sciences Index)

Author and subject index to periodicals in fields of anthropology, archaeology, area studies, classical studies, economics, geography, history, language and literature, philosophy, political science, religion, sociology, and related subjects. (See also Humanities Index and Social Sciences Index.)

Social Sciences Citation Index. Philadelphia: Institute for Scientific Information, 325 Chestnut St., Philadelphia, Pennsylvania 19106. Current (4 volumes), 1973-Current.

International, multidisciplinary index to the literature of the social, behavioral, and related sciences. Taken from over 1000 journals in the following disciplines: anthropology, archaeology, area studies, business and finance, communication, community health, criminology and penology, demography, economics, educational research, ethnic group studies, geography, history, information and library sciences, international relations, law, linguistics, management, marketing, philosophy, political science, psychiatry, psychology, sociology, statistics, urban planning and development.

Social Sciences Index. New York: H. W. Wilson Co. 1975-Current.

Author and subject entries to periodicals in fields of anthropology, area studies, economics environmental science, geography, law and criminology, medical sciences, political science, psychology, public administration, sociology and related subjects. Indexes 263 periodicals; updated quarterly. (Superseding Social Sciences and Humanities Index, which ceased publication in 1974.)

Sociological Abstracts. Sociological Abstracts, Inc., U. S. International University, Pub. Office, P. O. Box 22206, San Diego, California 92122. 1953-Current.

Includes abstracts in culture and social structure, and communication.

COLLECTIONS OF AVAILABLE MATERIALS

Center for Applied Linguistics. "Publication List". (Yearly) Inquire: Publications Section, C.A.L. 1611, North Kent Street, Arlington, Virginia 22209. LIRC #2077.

Cornell Modern Indonesia Project. Publications as of June, 1972. 102 West Avenue, Ithaca, New York, 14850, 4 pp.

East-West Center, Cultural Learning Institute, University of Hawaii. "Working Papers 1-18+." LIRC #616.

Human Resources Training Department Naval Amphibious School (Coronado, California 92115): Learning Resources Bulletin, 1973. LIRC #U316.

Lesson outlines, films, videos, books, documents, culture-general and culture-specific, dynamics of change, training methodology, management, self-assessment, race relations. Bibliography helpful. Material available only to Navy as noted.

Morehouse, Ward, collector. The Study of Intercultural Communications: Some Course Syllabi. Unpublished collection by Foreign Area Materials Center, The State Education Department, The University of the State of New York, 1973. 51 pp. LIRC #887.

Collection of 9 syllabi from courses in intercultural communications offered at various U. S. universities. They are not representative of authoritative models but illustrative of the great diversity of approaches to teaching this field.

Mouton Publishers, The Hague, Netherlands (P. O. Box 1132). Catalogues with any materials annotated for intercultural communications. Extensive publications in linguistics.

National Film Board of Canada. Society and Cultures. Multicultural Programme Film Library Services Catalogue, 1976. 36 pp. LIRC #2413.

Catalogue of about 140 films dealing with 1) peoples, countries and cultures, and 2) social and cultural issues. Brief description of each film included. Most selections are in English, some are in French. Films available from the National Film Board of Canada.

Overseas Diplomacy Sub-Specialist Course (Human Resource Training Department) Naval Amphibious School, Coronado, California. LIRC #783.

Booklets to train officers and enlisted personnel to qualify as overseas diplomacy specialists. Contains selective bibliography of books and documents.

Sources to Check Taken from Duliker and Frijda's National Character and National Stereotypes. 3pp., available at Language Research Center, Brigham Young University, Provo, Utah 84602.

UNIVERSITIES AND INSTITUTIONS CONDUCTING RESEARCH

Brigham Young University. James S. Taylor, Director, Language Research Center, 267 FB, Provo, Utah 84602.

The center is developing an Intercultural Data Bank. Similarities, differences, and unique concerns between and among cultures and societies are being noted and projected for analysis and multi-purposed retrieval.

Boston University. John Wicklein, Dean, School of Public Communication, 640 Commonwealth Avenue, Boston, Massachusetts 02215.

Emphasis is on reporting, press freedom and social responsibility. Faculty and students are active in media research production projects and publication.

The Centre for Public Opinion and Broadcasting Research (OBOPSP). Ul Woronicza 17, 02-625, Warszawa, Poland.

Functions are to conduct research on the effects of radio and television, both foreign and domestic.

Christian Mass Communication Center (AVACO). 551 Totsukamachi I-chome, Shihjuku, Tokyo 160 Japan.

Conducts research and provides leadership in the effective use of the audio-visual approach and mass media in Christian evangelism, working with UNESCO and International Christian University.

Colorado State University. David G. Clark, Chairperson, Department of Technical Journalism, Fort Collins, Co. 80521.

The department is engaged in a broad range of theoretical and applied research dealing with communications patterns and behavior, professionalism studies, use of media in community resource development, and production of films and videotapes for governmental, educational, and private institutions.

Columbia University. Alie Abel, Dean, Graduate School of Journalism, New York, New York, 10027.

Studies include: directions in mass communications research, the role of the mass media in the advancement of international understanding, the role of the mass media in conflict resolution.

Hebrew University. The Communication Institute, Jerusalem, Israel.

Has conducted cross-cultural comparison of uses and effects of mass media.

Michigan State University. Herbert Oter, Dean, College of Communications Arts, East Lansing, Michigan 48823.

Research projects include: role of perceived reality in response to television in a TV-naive society, effects of the use of videotape on courtroom communication, nature of taboo communication.

Nippon Hoso Kyokai (NHK). Radio and TV Culture Research Institute. Japan Broadcasting Corp., 1-10 Atagocho, Shiba, Minatoku, Tokyo 105, Japan.

Conducts audience studies, linguistic studies of broadcast language, institutional studies of broadcasting enterprises, and analyses of the state of broadcasting abroad.

Northwestern University. I. W. Cole, Dean, Medill School of Journalism, Evanston, Illinois, 60201.

The department concerns itself with research studies and projects as they relate to radio, television, or film. Historical, critical, and empirical studies have been given to broadcasting in foreign countries.

Pennsylvania State University. Arthur M. Barnes, Director, School of Journalism, University Park, Pennsylvania, 16802.

Research emphasizing the filmic image and persuasion, media and the aged, the history of "Meet the Press." Among current projects are: comparative systems-Russia and Japan; color system for training TV studio; stereo-sound systems training; classroom video for speech improvement.

Temple University. Leonard Lo Sciuto, Director, Institute for Survey Research, Philadelphia, Pennsylvania.

Ongoing research includes media and minorities and photojournalism; media in Latin America; media in Asia; broadcasting in America and foreign and comparative media.

University of California, Berkeley. Percy Tannenbaum, Director, Mass Communications Project, Graduate School of Public Policy, Berkeley, California, 94720.

Professor Charles Block studies the media as mediators between different races and ethnic groups within the American culture and in the determination of public opinion.

University of Illinois. James Carey, Director, Institute of Communications Research, Urbana, Illinois 61801.

The institute conducts research projects in three major areas: Language meaning, attitudes and opinion, and cultural studies. Under cultural studies: the significant cultural forms of news stories, melodies, ritual, popular rhetoric, and propaganda; history of the press, structure of the film and music industries; history of popular culture.

University of Maryland. Ray Heibert, Dean, College of Journalism, College Park, Maryland 20842.

Research is conducted in several areas, especially government-media relations, public relations and propaganda in the U. S. and abroad. Among many current projects are studies of world propaganda agencies--instrumentalities and goals, radio, television, news, telecommunications policy formation, government feedback mechanisms.

University of Texas. Wayne Danielson, Dean, School of Communications.

Research includes: innovations in telecommunications technology and implication for education, survey of broadcast habits and attitudes of Mexican-Americans in Texas.

University of Washington. Alex Edelstein, Director, School of Communication.

Recent studies have included cross-cultural studies of mass media use and decision-making, public television, credibility studies of the media, theoretical approaches to uses of cable television, use of mass media and environmental policies, minority portrayals and use of the mass media.

Appendix: Topic Listings

Aboriginal Languages
Adaptability
Adoption
Afghanistan
Africa
Agriculture
Agency for International Development
Alaska
Albania
Algeria
American (see United States)
Amish
Andorra
Anglican
Anglo
Anthropology
Arabia
Arabic
Archaeology
Architecture
Arctic
Argentina
Argument
Arizona
Armenia
Arts
Asia
Asian Language
American Translators Association
Attitude
Audio-Visual
Australia
Austria
Authority

Bahamas
Bahrain
Bali
Bangladesh
Banking
Bantu
Baptist
Barbados
Bechtel
Behavior
Belgium
Belize
Bermuda
Bible
Bibliography
Biculturalism
Bilingual
Biography
Bolivia
Borneo
Brazil
Brunei
Buddhism
Bulgaria
Burma
Business
Business Diplomacy

Cakchiquel Language
Caledonia
California
Cambodia
Cameroon
Canada
Canadian International Development Agency
Capitalism
Caribbean
Cartoons
Catalogues
Catholicism
Caucasian
Center for Applied Linguistics
Central America
Ceylon
Change
Character Traits
Children
Chile
China
Chinese-Americans
Chinese Language

Christianity

Christmas

Civil Rights

Classical Language

Clozentropy

Colombia

Communication
  - -Business (see Business)
  - -Distances in
  - -Distractions
  - -Flow of
  - -Intercommunication
  - -International
  - -Message
  - -Metacommunication
  - -Mum-effect
  - -Research
  - -Skills
  - -Technical
  - -Theory
  - -Verbal
  - -Verbal Association

Communist

Computer
  - -Simulation
  - -Translation

Conflict

Conflict and Peace Data Bank

Conservation

Costa Rica

Counseling

Credibility

Crete

Cross Cultural Communication

Cross Cultural Research

Cuba

Culture

Culture Adjustment
  - -Analysis of
  - -Assimilation
  - -Learning
  - -Shock
  - -Variances
  - -Visual Aids
  - -World

Curriculum

Cyprus

Czechoslovakia

Dahomey

Daily Universe Articles

Danish Language

Data Library

Dating

Deaf

Death

Decision Making

Democracy

Demography

Denmark

Developing Countries

Dialects

Diplomacy

Directories

Diversity

Divorce

Dominican Republic

Drama

Dreams

Dutch Language

East Germany

Economics

Economic Conditions
  - -Development
  - -Disadvantaged

Ecuador

Education

Educational Research Information Centers

Ego

Egypt

Electronics

Elderly

El Salvador

Emotions

Employment

Encyclopedia Reference Materials

England

English as a Second Language

English Language

Ensign

Eskimo

Ethics

Ethiopia

Ethnocentrism

Ethnology

Ethology

Ethos

Europe

Evolution

Extrasensory Perception

Family

Fear

Fellowship

Fiction
Fiji
Finland
Folklore
Foreign Affiars Research
Foreign Students (see International Students)
France
Freedom
French Guiana
French Language

Galilee
Games
Geography
German Language
Germany
Gestures
Gibraltar
God
Government
Grammar
Graphic Arts
Great Britain
Greece
Greek Language
Greenland
Group Process
Groups
Guam
Guatemala
Guidelines

Haiti
Handicapped
Hasemeite Kingdom
Hawaii
Head Start
Health
Health Missionaries
Heartbeat
Hebrew
Hinduism
Hispanic
History
Holidays
Holland
Holy Land
Honduras
Hong Kong
Human Assistance
Human Needs
Human Relations
Human Relations Area Files (HRAF)
Human Resources
Human Resources Research Organization (HumRRO)
Human Rights
Hungary
Hutterite

Iceland
Idaho
Ifaluk
Images
Indexing
India
Indian
Indians
    -Aquacatec
    -Hopi
    -Navajo
    -Pocomchi
    -Pomo
    -Sioux
    -South American
    -Tlingit
    -U.S.A.
Individualism
Indonesia
Indonesian Language
Industry
Information
    -Selective
    -Transfer
Initiations
Instructional Media
INTELSAT
Intercultural Communication
    -Training
    -Problems
Intercultural Relations and Ethnic Studies Institute (IRES)
Interior Design
Intermarriage
International Relations
International Students
    -Studies
Interpersonal
    -Attraction
    -Communications
Interpreting
Intimacy
Iran

Iraq
Ireland
Islam
Israel
Italian Language
Italy
Ivory Coast

Jamaica
Japan
Japanese-American
Java
Jerusalem
Jesus Christ
Jew
Jordan
Journalism
Judaism
Judea
Justice
Juvenile Delinquency

Kenya
Kinesics
Kituba Language
Korea
Korean Language
Kuala Lumpur
Kuwait

Lamanites
Language
  -Learning
  -Structure
Laos
Latin
Latin America
Latin American Studies
LATSEC
Law
Leadership
Learning
Lebanon
Lens
Lexicography
Liberia
Library of Congress
Libya
Linguistics
Listening
Literacy
Literature
Logic
Louisiana
Lutheran
Luxembourg

Machiavellianism
Machines
Madagascar
Malawi
Malaysia
Management
Manners-Customs
Maps
Marketing, Engineering
Marriage
Mass Media
Mathematics
Maurice
Meaning
Medicine
Memory
Men
Mennonites
Mentally Ill
Metalanguage
Methodist
Methodology
Mexican American
Mexico
Micronesia
Middle East
Military
Minority Groups
Minority Students
Missions Advanced Research and Communication Center
Mnemonic Devices
Morality
Morocco
Morphology
Moslem
Motivation
Mozambique
Music

Nahuatl Language
National Geographic
National Resource Development
Navajo Language
Negroes
  -American
Nepal
Netherlands
Neurology
New Caledonia
New Guinea
New Mexico
New South Wales
New Zealand
Newspaper
Nicaragua
Niger
Nigeria
Non Verbal Communication
North America
Northern Ireland
Norway

Occupation
Oceania
Old Age
Oman
Opinion
Oral Communication
Organization
Organization Development
Organization of American States
Organizational Behavior
Organizational Communication
Organizational Development Association
Overseas
Owambo

Pacific
Pakistan
Palestine
Panama
Paraguay
Paranormal Communication
Patriotism
Peace Corps
Pennsylvania
Perception
Periodicals
Personality
Persian Language
Persuasion
Peru
Phenomenology
Philippines
Philosophy
Physiology
Phonetics
Photography
Pluralistic
  -Societies
  -Systems
Poland
Police
Political Science
Politics
Polygamy
Polynesia
Population
Portugal
Portugese Language
Prayer
Prejudice
Presbyterian
Primitive
Problem Solving
Propaganda
Protest
Protestant
Proxemics
Prussia
Psychiatry
Psycholinguistics
Psychology
Public Communication
Public Opinion
Public Relations
Puerto Rico

Quaker
Quebec
Quechua Language
Questionnaire
Quiche Language

Race
Reading

Reasoning
Red China
Reference
Religion
Repetition
Research
Revolution
Rhetoric
Rhodesia
Role Perception
Role Playing
Romance Languages
Romania
Russia
Russian Language

Samaria
Samoa
Samoan Language
Satellite Communication
Saudi Arabia
Scale
Scandinavia
Science
Scotland
Scriptures
Selective Exposure
Self Control
Self Perception
Semantics
Senegal
Sensitivity Training
Service
Sex
Shinto Religion
Sierra Chontal Language
Sierra Leone
Sign Language
Sikkim
Silence
Simulation
Singapore
Slavic Languages
Social Change
  -Conditions
  -Science
  -Services
  -Studies
Socialism

Socialinguistics
Sociology
Society for International Development
South Africa
South America
South Asia
Spain
Spanish America
Spanish Culture
Spanish Language
Speech
Speech Communication Association
Spelling
Spoonerisms
Sports
Standard of Living
State, The
Statistics
Stereotype
Storytelling
Style
Subcultures
Suggestology
Supernatural
Superstition
Swahili Language
Swearing
Sweden
Switzerland
Symbols
Syncretism
Syria

Tagalog
Tahiti
Taiwan
Tanzania
Taoism
Taxonomy
Teaching
Teaching English as a Second Language
Teaching Manual
Technical Writing
Technology
Tehran
Telephone
Texas
Thai

Thailand
Theory
Thinking
Time Management
Tobago
Tonga
Tongan Language
Togo
Training Guide Overseas-Preparation
Translation
Transportation
Trinidad
Trust
Turkey

United Arab Republic
United Nations
United States
- -Attitudes
- -Business
- -Comparisons
- -Congressional Record
- -Culture
- -Education
- -Foreign Affairs
- -Foreign Relations
- -Foreigners in America
- -General
- -Government
- -Influence
- -Intermountain
- -Internal Culture Comparisons
- -Maps
- -Midwest
- -Military
- -National Youth Corps
- -Navajo
- -Politics
- -Southwest
- -Spanish America
- -Transportation

Upper Volta
Urban Planning
Uruguay

Values
Value Systems
Venezuela
Verbalization
Viet Nam
Vietnamese
Violence
Virgin Islands
Visual Aids
Vocabulary

War
Washington International Center
West Indies
Witchcraft
Women
Words
World Supplies
Wyoming

Youth
Yugoslavia

Zambia

INTERCULTURAL COMMUNICATOR RESOURCES

For further information contact:

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Language & Intercultural Research Center
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Provo, Utah 84602
Tel.(801) 374-1211 Ext.2651